March, 1926 15 Cents

The Jobber's Salesman

The magazine of the wholesale electrical distributor and his salesmen

Piecing Out the Radio Season

Department Managers Discuss Plans

Lighting Fixture Sales

All-Around Salesmen

By JAMES V. MURRAY

EVEREADY

Windows make sales

HERE is a window that was responsible for an increase in sales for the salesman who dressed it, and for the dealer who let him do the job. It "created considerable attention, not to mention sales that would not have been made otherwise," says Mr. H. A. Carter, of A. R. Wilson & Co., Ottawa, Ill. See how simple this window is, how easy to do, how dignified. An assortment of Eveready Radio Batteries and display material, two radio sets, three loud speakers, and the window is completed. To the reputation of the shop is added that of Eveready Radio Batteries. Of course, you do not often have time to stop and dress a window. But you always have time to suggest that he make his own name and the name Eveready pull together in his window. Such teamwork is profitable for him and for you.

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NATIONAL CARBON COMPANY, INC.
New York San Francisco
Atlanta Chicago Dallas Kansas City Pittsburgh
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EVEREADY
Radio Batteries
–they last longer

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The Jobber's Salesman

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HOWARD EHRLICH, Editorial Director

HENRY W. YOUNG, Managing Editor — W. J. McLAUGHLIN, Assistant Editor

Vol. VII — CHICAGO, MARCH, 1926 — No. 3

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"THAT fellow is always blowing his own horn." How often the expression is heard. It is always used in disparagement of the man who, with more or less frequency, lets other people know that he is on earth. In many cases, of course, it fits the man. He blows his horn and only wind comes out. There is the other type of man, however, who has knowledge, real ideas to contribute to the world or to his industry who insists upon making public announcement of them. Upon this type of man depends the advancement of commercial and industrial things, yes, broadly, even civilization itself.

In this issue will be found an article or rather a symposium of ideas on the best ways in which to piece out the radio season. Surely, there must be some way to at least throw a few obstacles in the path of the grand sheep-rush to cover that takes place every season right after the first of the year. A lot of things can be done in the coming months to maintain the radio business on a basis of at least an orderly retreat until fall, instead of a rout.

To gather the best and most practical opinions and suggestions in this direction we wrote to 80 managers of jobber radio departments to express themselves on the subject. Exactly eight of them replied and their letters appear in the article above mentioned. What they have to say is constructive.

It will pay you to read what Tuerk, Bode, Ewing, Clark, Held, Moock, Smith and Jenks have to offer because they are leaders in their line of work. We say leaders for not only do they know their business but, like "leading" engineers, "leading" chemists, "leading" bank presidents, they have employed a certain part of their time to contribute, through this writing, a share of their knowledge to the general advancement of the industry in which they are working.

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Published monthly. Entered as second class matter October 24, 1922, at the postoffice at Chicago, Illinois, under the Act of Mar. 3, 1879.
Copyright, 1926, by The Electrical Trade Publishing Company

ELECTRICAL TRADE PUBLISHING COMPANY

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Subscription: U. S., $1; Canada, $2; Foreign $3

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EVEREADY

"Sales Easy--Profits Sure"

THIMBLEYE ROD

ELECTRICAL Supply Jobbers are now recommending and selling the "Never-Creep" Anchor with much satisfaction.

Easy Sales—sure profits and satisfied customers are the three reasons why.

Never - Creep!

If you have any doubt, compare the "Never-Creep" point by point with any other anchor on the market, you will then understand why we say "There are Many Anchors, but only ONE "Never-Creep."

Selling at a low list price, and rendering perfect satisfaction, this item offers exceptional sales expansion and profit making opportunities for both Jobbers and Jobbers Salesmen.

There Are Many Anchors---but Only ONE "Never-Creep!"

CHANCE COMPANY

CENTRALIA, MO.

Distributed in Canada by Northern Electric Co.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

Editor's Page

He'll See 50's and 100's Soon

HERE'S an honest, straight-forward jobber and he is going to win out in the end in spite of temporary obstacles. The Tomberg Electric Supply Co. of Wilkes-Barre, Pa., writes:

"We have nothing important to report in our local market, as you no doubt have heard about the anthracite deadlock, which has been going on for six months, and naturally that stops the activity of our business.

"We have not seen a color of a ten dollar bill in three months. Can't you do something to help this situation?"

On top of that he reports that H. Langsam, sales manager, resigned to take up further studies of electrical engineering. Sheldon Jones has been appointed to fill the position.

What with coal barons, strikers and higher education Tomberg is apparently passing through one of what the old timers are pleased to call their early vicissitudes. But, fortunately these things can't last forever. From what has transpired this year, outside of the anthracite region, indications are that the annual dog fight between the miners and owners no longer gives us a kick, so they are apt to discontinue the show after 1926, and the jobbing business will begin to get better and better. Anyhow, the strike is over for this year and no doubt our good friend is already beginning to see the color of real money.

* * *

Salesman the Pulse of the Industry

AT LUNCH the other day, a jobber was telling us of an experience that he had gone through with a certain type of lighting fixture. It was a well designed and well made piece for the dining room, priced at nine dollars to the jobber. It was brought to his attention by the representative of a company that to all appearances was the manufacturer. As the number looked as though it would be a seller, he took it on and an arrangement was entered into whereby he was to be exclusive distributor in his city. The next day a salesman took it out and sure enough it went like hot cakes among the dealers. He placed it in about seven out of 10 places where he called and things went along merrily for about a week.

One day, however, this salesman went into a dealer's store with the fixture and, behold, there was another exactly like it hanging prominently in the dealer's display. The salesman naturally wanted to know "how come?" since his house was supposed to have exclusive distribution of it. After considerable scouting around he ascertained that the fixture was an assembly proposition. A certain large manufacturer was making high class parts, which were bought and assembled by the "manufacturer" who had given the jobber the exclusive. This so-called manufacturer, or assembler had acted in good faith as far as he was concerned and had really given the jobber exclusive distribution of his output in that city. The part that he didn't emphasize, however, was that there might be other assemblers who could also do business in the territory. It further developed that assembler No. 2 was selling direct to dealers in the territory at nine dollars—the first assembler's jobber price.

Of course, this wasn't so good, and the jobber had either to make a new arrangement with his supplier at a price so that he could meet the competition or else drop the number entirely.

Things like this are happening every day in the jobbing business, and it will be found that in most cases it is the jobber's salesman who is the first one to nose out the situation. Furthermore, who is it that senses the buying habits of the trade—yes, further, who brings first information of the whims of the buying public? It is the jobber's salesman. When he says to his chief: "that thing won't go"—or, on the other hand, "they'll eat it up," then and there some manufacturer's pet scheme hangs in the balance. The manufacturer who fully realizes this fact has come a long way on the road of merchandising.

* * *

Please Help on the Statistics

ABOUT the time this issue reaches our readers every jobber will receive the report form which we send out annually to ascertain the volume of sales made through jobbing channels the previous year. This will have a letter head on one side and instructions headed "I-m-p-o-r-t-a-n-t." On the other side will be the blank to be filled in. This really is important. Your responses enable us to compile statistics of our industry which now—in the fourth year —are regarded as the only ones of authority. Please do your utmost to fill it in and return it promptly.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

It Was a Peach of a Wire Order I got To-day (And)

I didn't forget to remember the tape order at the same time. None too much profit in the wire—but the tape order, almost for the asking, was gravy. The kind I sold this time was—

The Old Standby

OKONITE—
Everybody knows it.

Today, tomorrow, years hence, a joint taped with Okonite Splicing Compound will be tight, binding and thoroughly insulated. It's easy to sell because contractors have learned that its use means permanence, economy in the long run and a quality job—especially when protected by Manson, Dundee A or Dundee B friction tapes. I always ask for the order.

PROGRESSIVE JOBBER'S SALESMAN

One wise cracker said that he was thoroughly in love with the "great open spaces" where they weren't located under hats.

Now all of us are guilty of having an open space or two under the hat, no matter how smart we may think we are.

You Jobbers' Salesmen are no exception. Therefore we offer this suggestion. Into that open space cram this idea—hammer it in some way—you will find room—SELL OKONITE TAPES WITH EVERY WIRE ORDER. Every day or two take the idea out, inspect it, polish it up and drive it back in again.

By doing so you will surely, positively, without a remote shadow of doubt add a very substantial amount to your monthly sales record.

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THE OKONITE-CALLENDER CABLE COMPANY, Inc.

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The Jobber's Salesman

The magazine of the wholesale electrical distributor and his salesmen

$1.00 a Year | CHICAGO, MARCH, 1926 | Vol. VII—No. 3

Possibilities in the Merchandising of Residence Lighting Fixtures

Advantages of Selling on a Plan. Jobber's Sales Increasing 40 Per Cent a Year. The Tie-in of Other Electrical Interests Boosting His Business

TIME WAS, under the old order of things, when there was nothing in the residential lighting business for the jobber—he very wisely stayed out of it.

That was the period of chaos — the fixture business was in the hands of a class known as fixture dealers—they bought direct and they handled everything from job lots to costly "specials." Their stores were wildernesses of brass and bronze. There were no ethics in the business. There was no merchandising plan.

Through the foresight of one or two manufacturers a plan was developed about five years ago, which resulted in more or less of a revolution in the fixture business. The plan, since adopted by various manufactureres in modified form, embodies the design of a "merchandise line" of fixtures, restricted in numbers but with sufficient variety to meet the demands of the average home, quantity production, moderate prices, and sold as a fast-moving package product.

In operation, this plan has employed both the jobber and the dealer. The former carries a stock sufficient for the needs of his dealers. The latter carries a very much smaller stock, amounting to not much more than a sample line. He depends on his jobber's stock for 24-hour service. Investments are minimum and profit has come for the first time to the electrical contractor-dealer.

EIGHTY-TWO percent of the electrical supply jobbers are now handling residence fixtures on one or another of the modern "merchandise" plans. The business is profitable and increasing rapidly. The outlook for 1926 is unusually promising and there is every reason to believe that another sales record will be established in this line when the year's work is done. Most jobbers' salesmen who formerly shied at fixtures now count themselves "experts," for they have found that the secret of the selling of fixtures lies in the fact that there is no secret.

This general plan has been highly successful, the electrical jobbers are doing a rapidly increasing fixture business and by far the greater percentage of them are in it on a wholesale basis. Inquiry was made of 200 jobbers selected at random from the list. Of this number, 164, or 82 per cent, handle residential lighting fixtures. A large percentage also reported specially organized fixture departments with managers.

While jobber sales statistics were not compiled previously to 1922, it is probable that in 1920 the total fixture business done by electrical jobbers was not in excess of $5,000,000. From statistics compiled by THE JOBBER'S SALESMAN for 1922, 1923 and 1924 it is found that this business has been increasing since 1922 at the rate of about 40 percent annually. In 1922, residential lighting fixtures stood thirteenth from the top in a list of 40 principal lines sold by electrical jobbers; in 1923, tenth from the top; in 1924, seventh from the top.

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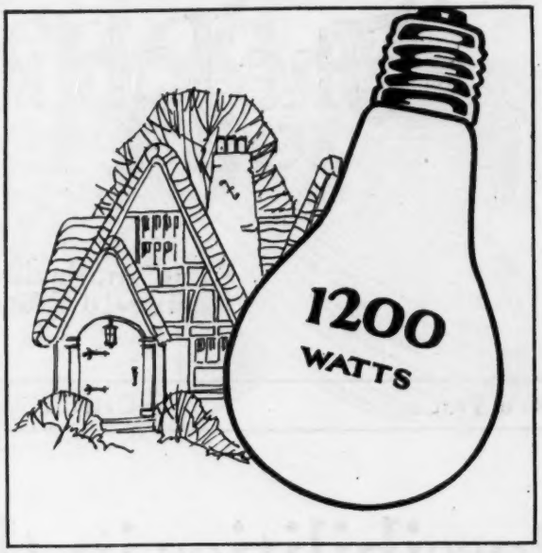

The connected lamp load in the average home has a direct bearing on the fixture problem. Analysis of the wattage in one million homes, obtained from the primers submitted in the Home Lighting Contest, shows that the average is 583 watts. For conservative, ideal lighting these fixtures, if equipped with shades should have at least 1200 lamp watts total, graphically illustrated by the above drawing published through the courtesy of the National Lamp Works.

This represents a steady gain, brought about almost wholly through the development of merchandise fixture lines.

At this season of the year, with millions of new homes to be completed within the next few months, the fixture business in practically every electrical jobber's establishment takes on added significance. While figures for 1925 sales have not been compiled, as yet, it is safe to assume that they will materially exceed 1924. Similarly, 1926, in view of present conditions, should set a still higher record, for, in other words, the curve should continue to ascend for some time, since saturation of the field is nowhere near in sight and the jobber is more active than ever before.

The possibilities of the field lie in two directions—new residences and modernizing of present homes where the fixtures have become obsolete. And the last is by no means the least important as should be impressed upon the dealer.

A cross-section study of the million primers of the Home Lighting Contest, including a description of the lighting equipment in that many homes, gave a new picture last year of the lighting equipment in the average American home. An analysis by the National Lamp Works, indicated that the average home is only about half lighted, using only half the wattage necessary to give good illumination. This is a consequence not only of an inadequate number of fixtures but of the obsolete design and under-lamping of those in use. Therefore, from all angles, 1926 appears to be an opportune time to promote better house lighting with all the energy and enthusiasm possible.

The jobbers salesman's greatest difficulty in the beginning of the modern plans of merchandising, laid in the fact that fixtures were new to him. He thought that he must know all about period designs, architecture, interior decoration, etc., to sell them intelligently to his dealer; in other words, that he had to be an experienced fixture man.

As a matter of fact, the dealer will buy, and the customer also, what appeals to his eye. Some even put Italian designs in Spanish homes, and like them. The jobber's salesman can sell designs from the book; sell the things that appeal to him personally as a start, and get the dealer to see their beauty.

Most jobbers' salesmen are getting on to this. Some have one or two "pet" designs. As soon as a salesman gets interested and really likes some certain design himself then his sales being to mount. From that, it is a step to further study of his book to acquire other likings. Soon he becomes an "expert." Added to that, the profit in fixtures is a good one, which soon interests the average salesman. And finally, the great point is, that, after four years of getting acquainted with and handling the various "merchandise" fixture lines, the contractor-dealer has at last come to understand the advantages of these lines, and of the jobber's service. The dealer has found profit in fixtures, so strike while he is fired with enthusiasm.

One of the problems of the jobber in distributing fixtures is that of obsolete stock. This will creep in even in the case of the generally fast moving merchandise lines. There are two main causes for this condition. First, it is natural that some numbers should meet with more favor than others in certain localities, with the result that the jobber finds fixtures on his shelves on which he has little, if any, turnover. Second, the fixture business, like the furniture industry, is subject to changing styles, often only local, to meet the demand of the public. For instance, the silver type of unit, popular last year, is giving way in some places to the wrought iron style, and so it goes. No one can really be blamed for these conditions, in fact, they can hardly be avoided. The problem may be cataloged as a natural one in the merchandising of fixtures to be solved as well as possible.

Through a well regulated manufacturer's policy, the jobber should not be long over-stocked. In many cases it has worked out that if the jobber has in stock certain numbers that do not move in his locality, due to local taste, the manufacturer has been able to relieve him in

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two ways—take back the non-moving stock and dispose of it in other parts of the country or make possible for the jobber to exchange stocks with jobbers in other localities, on a service charge basis. This is being done. It is found that certain numbers do not move in one city whereas in another city 100 miles away they are best sellers. The fixture department manager from the jobber in the first city goes to see the manager of the jobber in the other city. They go over their respective stocks and very frequently make trades whereby each gets the lines he needs in a few days time and at less cost than would result in shipping direct from the factory. In addition, they exchange ideas on merchandising.

A third plan used by one jobber, and possibly by more, is to place his obsolete numbers in his fixture department. When dealers visit his office, they are shown the obsolete numbers and quoted an additional discount of 10 per cent on them. He, of course, does not disturb the market by doing any advertising on this stock. Results of satisfactory proportions have been procured through this idea.

Generally speaking, therefore, while this matter of obsolescent stock is a factor in the modern plan of merchandising, it is nothing to what it was in the old days of haphazard merchandising. In those days it practically killed the fixture business for the jobber and the dealer who was other than the specialist. Now it is a problem of minor importance where there is any team work on the part of the jobber and his supplier.

A point of utmost importance to the jobber and likewise to the dealer is the fact that they are not alone in their efforts to sell adequate lighting equipment for the home. The central station interests, the lamp manufacturers and the glassware and shade manufacturers are out with the same intent—and it is a laudable one. And, all these interests dovetail together in a way that should develop a fixture business for the jobber of proportions that can hardly be estimated.

The central stations are primarily interested in greater wattage. Through their committee of the National Electric Light Association they are promoting in a very broad and substantial way the education of the public to an appreciation of higher powered lamps in present fixtures and new ones, also to the use of an adequate number and variety of fixtures in the various rooms of the house. Their educational work is along the lines of more powerful light, but shaded in a way to give a restful and artistic effect in each and every room.

No woman would think of buying a floor or table lamp designed for use without shades. It has been the liking for softly toned illumination and the artistic effects possible with shaded light that has made such lamps so popular in home decoration. Yet certain bare lamp fixtures have been largely accepted as correct taste, though the lighting effects they produce are garish and glary. All such fixtures would gain in appearance if equipped with harmonizing shades.

Shades diffuse the "raw" rays from incandescent lamps, adding to the comfort of people in their work or hours of leisure. Lighting, without correct shades, creates an irritating, unpleasant atmosphere. The amount of light, of necessity, must be kept low to avoid glare. On the other hand, shades make possible an immense amount of softly tinted and diffused light in a room without the least feeling of discomfort, and without giving one the impression of "too much light." Besides, there is no end to the number of pleasing effects that may be secured easily by means of shades—and at slight cost. Of all the mediums of decoration in the home, light is the easiest to bend to the will.

Naturally, the shade manufac- (*Turn to Page* 80)

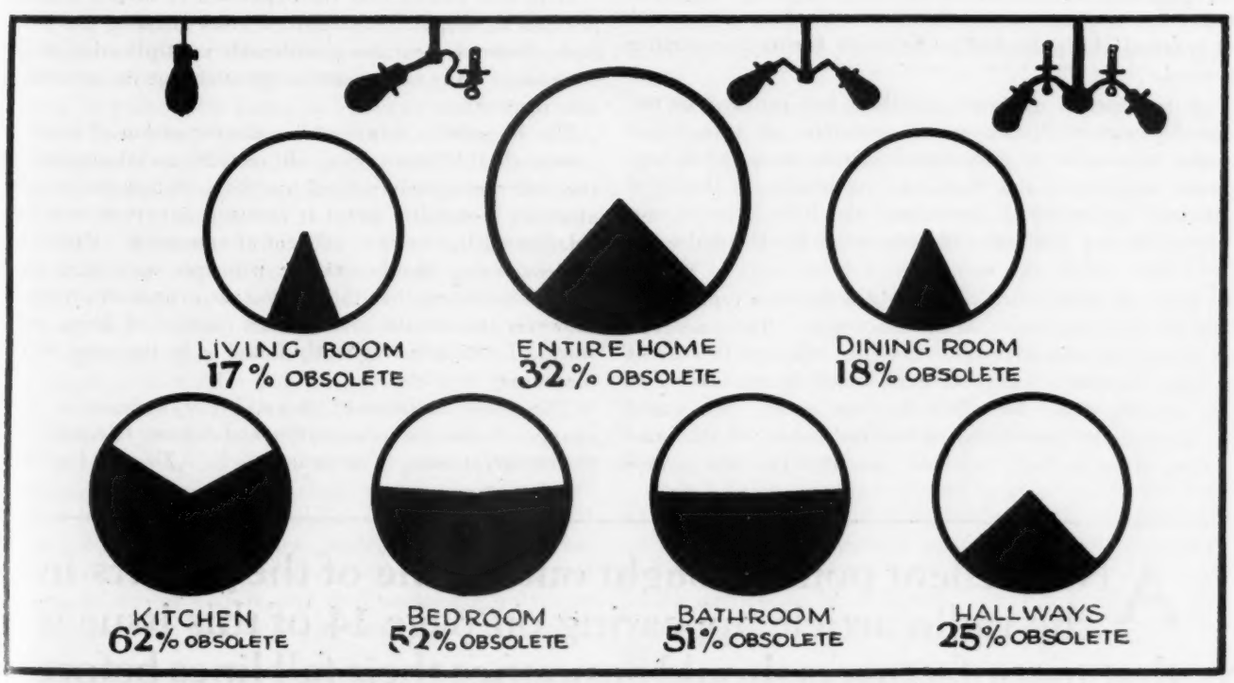

Chart showing the prevalence of obsolete lighting fixtures in the home (courtesy National Lamp Works). The opportunities presented in this direction are brought out in the fact that 32 per cent of the fixtures now in use are absolutely obsolete. Such fixtures lend themselves neither to the use of proper size of lamps to afford sufficient illumination nor to pleasing and artistic appearance.

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Relation of the Motor to Its Overload Protection

Non-Technical Answers to Some Problems That Frequently Arise in the Sale of Motors

By C. W. KUHN

Development Engineer, Cutler-Hammer Mfg. Co.

PROTECTIVE devices play an important part in motor applications. In these days of fighting to keep down overhead costs, protective devices must prevent shut-downs caused by burned out or damaged motors due to injurious overloads.

On the other hand, many of the evils of over-motoring in the past, may be attributed to the desire to guard against motor overloads. Obviously, it is not economical to use a motor larger than actually required by the normal load, merely to make certain that overloads will not occur. It is quite objectionable to use a larger motor than necessary, both because of the initial investment and because of the increased operating cost. Obviously, the size of motor for a given load can be reduced if the motor is protected under all conditions of load and the overload does not trip until the motor is in actual danger. This has created a demand for a long inverse time element overload. The need for this type of overload device has been increased, due to the growing practice of throwing squirrel cage motors across the line. In many cases it is necessary to start considerable load with these motors and it is essential that protection be given during the starting period.

A realization of these conditions has resulted in the development of better motor protective devices which make it possible to use smaller motors without too frequent tripping of the overload. As heating is the chief limiting factor which determines the load a motor can carry, the new protective devices are of the thermal overload type.

Thermal overloads may be divided into two types, i. e., the thermal fuse type and the relay type. The fuse type is limited to non-adjustable devices. Change in current rating, therefore, occurs in steps which do not always fit the specific motor for which they are used. This would be practically impossible, as various motors of the same rating differ in their full load current. The fuse is also unsatisfactory where frequent tripping may be expected. When using this type it is necessary, therefore, to use a larger motor than might be used with a more satisfactory protective device.

There are two kinds of thermal overload relays—one which is adjustable and the other which is non-adjustable. The non-adjustable relay has the same limitations regarding the motor current rating as the thermal fuse. In addition, manufacturing inaccuracies occurring in this type cannot be compensated for in actual use. Inaccuracies which cause the device to trip at a lower current than that at which it is rated, leads to the choice of a protective device of higher rating. This results in the use of a larger motor than necessary to carry the load in order that the motor may be protected.

The adjustable relays can be divided into three general divisions according to their principle of operations. These divisions are: expansion of metal; bi-metallic; change of state.

It is well known that the expansion of metals is small per unit of length. Protective devices utilizing this principle, therefore, require considerable multiplication of the movement. Any subsequent wear or change causes noticeable inaccuracies.

The bi-metallic relays utilize the expansion of metal in a somewhat different way. Bi-metallic metal consists of two different metals welded together. When the temperature of bi-metallic metal is changed it curves over that side having the lower co-efficient of expansion. Protective devices, using the bi-metallic principle are, in general more satisfactory than those using the expansion principle. However, bi-metallic metal is not capable of doing much work. Friction is frequently found to be the cause of the inaccuracy.

The third division of thermal relays depends upon change of state for its operation and reduces to a minimum the one great cause of error in (*Turn to Page* 66)

AN excellent point brought out by one of the jobbers in the radio article appearing on page 14 of this issue is that manufacturers should announce their fall lines before August 1. The jobbers start to compile their radio catalogs in June, and want this information at that time.

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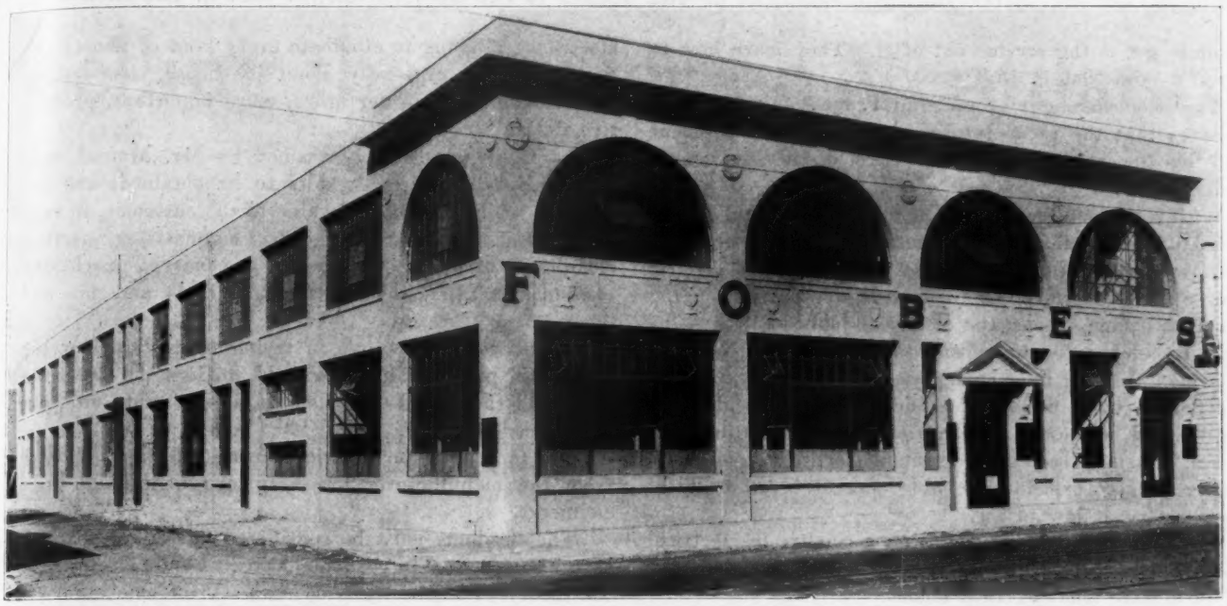


All-Around Salesmen In Demand

Interview With B. S. Manuel, Sales Manager of the California Office of the Fobes Supply Co.

By JAMES V. MURRAY

"THE SALESMAN of electrical goods should know enough about electricity to sell his lines and no more," recently remarked B. S. Manuel, sales manager of the California office of the Fobes Supply Co.

"In the jobbing of electrical goods, he must have a knowledge of the hardware business, and should have a knowledge of the building business. And, an up-to-date posting on home radio comes in handy as well."

The Fobes company, San Francisco, is one of four, operating as a corporation, with F. N. Averill, the president, directing affairs from his Portland, Ore., office.

The territory assigned to the San Francisco office extends from Klamath Falls, Ore., down to Bakersfield, Calif., the oil center, and eastward to Idaho and Nebraska.

"The all-round salesman is the one needed most by a concern such as ours, and we have found that the best way to get him is to 'bring him up' ourselves. A man may come up to a sales position here through the stockroom, the shipping department, from a clerk's desk, or even from the driver's seat of one of our trucks.

"Deep knowledge of electricity as a science is no longer required. Even expert mechanical knowledge of the various lines is not now needed. Curiosity on the part of the public as to the wonders of electricity no longer has to be satisfied. Nearly everyone knows what it is, and the general run of dealers, and their customers, only care that the goods are dependable, and will render the service desired.

"My high pressure days in salesmanship were paid for long ago, and we use none such here.

"Our salesmen cover their territories in the good old, reliable way, each in charge of his own district; the boss of it, in fact. Every sale consummated in that district is credited to the salesman, whether the deal was closed in the office or not. Even orders received by mail are so credited. So completely is the salesman in charge of his district, selling our entire run of commodities to buyers large and small, that we even listen to him on questions of credit.

"We hold regular meetings, which our salesmen attend, and despite our policy there occasionally creeps in some of the old 'mechanical curiosity stuff.' At our last meeting, after the article demonstrated, a fan motor, had been thoroughly sold to our salesmen, showing them how to sell it to their dealer customers, one chap piped up and wanted to know what kind of wire was inside.

"I told him to never mind what kind of wire was wound on the armature. That the customer doesn't care if there's green cheese inside. The customer buys the fan to keep cool in summer, and as long as the fan propeller goes 'round, and 'round and sweeps cool breezes across his fevered brow, he is satisfied to use it as it is. And, with dealers it is the same.

"Oh, I don't say that occasionally you won't find a 'nut' on the subject, who will drive you wild with his questions on why is this and what is that, but generally speaking, and we must look at the majority, the thing to bring out is the service to be obtained from the article for the money, and the dependability of the manufacturer behind it.

"There are estimated to be 14,000.000 automobile owners in the United States, and how many of them really know anything about a car, or care about it? All they

want to get is the service out of it. They learn how to drive it, and that is all."

The sales manager of the San Francisco Fobes office believes that the great future, in electrical development will be the heating of water by electricity. That is generally.

With manufacturers of coal and gas ranges, and stoves, constituting one of the largest industries in America, and with everything pointing to the substitution of electric power for such purposes to a large degree:—when the time for change comes, the electrical jobber will find his field broadened to an immense degree, and in that one line alone he will have enough to take care of.

There seems to be lack of confidence still in the dependability and sufficiency of electricity for all heating purposes, although there are no grounds for it, with splendid power plants furnishing reliable current in all parts of the country at low prices.

Even among manufacturers who specialize in electrical contrivances, Mr. Manuel believes that only 50 per cent of them have true electrical homes.

Some salesmen find themselves stumped on price argument, in selling electrical ranges against the competition of gas and other varieties.

"It is cheaper," said Mr. Manuel, "To burn candles instead of electric lights. And, it is cheaper to go out on the lot and build a bon-fire to keep warm by, than to remain inside the building and turn on the electric heater. Gas ranges, for instance, are cheaper than electric ranges; also of shorter life, and of much less service, besides being unsightly, and inconvenient. And, even more objectionable are coal ranges.

"But who wants the kind of cheapness, in this progressive age, which means loss of time, additional trouble, dirt, and above all 'work.' Service, these days, is wanted to relieve people from unnecessary work of the overhead variety, in order that they may free to do their own work; the work which brings them in their money. And, electricity is going to eliminate every kind of unnecssary personal work, especially about the house, thus freeing the man and woman for other, more important, productive duties."

The right salesman, as trained by Mr. Manuel, will guide his talks on the results to be obtained, and the features which are of real value to the customer, in selling household electrical goods, emphasizing service, cleanliness of operation, the true economy of purchasing equipment which will last for long periods, and time and labor saving features.

He will not waste time in trying to explain how the component parts are manufactured,, or how the current is circulated through the mechanism. "On" and "off", are all he needs to show.

"One fault with the electrical business all the way down from the manufacturer has been, too many high-brow engineers.

"The products must be considered on the commercial, across-the-counter to customer basis. Public curiosity on the theory of electricity is dying away. Home radio has done much to kill it. The coal, oil and gas range salesman of today does not attempt to educate his dealers, or individual customers, in coal mining, oil well drilling, or the manufacture of gas; nor does he talk about how the utilities are put together. He only says this will do this and that, for so much money a day. It will cost you so much. You turn it on this way, and turn it off that way, and there you are. What's the name, please?

"Our salesmen must get down to brass tacks in that way, if for no other reason than to meet the competition. And I believe our methods of 'bringing up our own men', giving them small territories at first, then larger ones, with more responsibility, teaching them so much and no more, and above all placing them completely in charge of their own districts, is the best way to get rid of high pressure ideas on salesmanship, as well as high-brow ideas on electricity."

Jobber's School for Radio Dealers

The Illinois Electric Co., Chicago, has worked out a plan whereby the service men employed by its radio dealers can get the information necessary to enable them to give service to the user's satisfaction. It is felt that no radio dealer can establish a reputation for good service in his community unless he gives prompt and satisfactory service, backed by the knowledge he can gain from technical sources. A dealers' service school has been formed, which is in charge of Mr. Tathwell. Meetings are held every Wednesday from 9:00 to 4:00 p. m., at the company's offices. The program consists of the following: Discussion--what "Service" means to the dealer; unpacking sets when received; repacking sets when returned for repair; installing power tubes; operation, trouble shooting, installing power tubes, in various models handled by authorized dealers; loud speakers, discussions; "Duo-Rectron," operation and use; "Uni-Rectron," operation and use; A. C. package, installations; tubes, general description, application and operation, testing, and adjustment of defective tubes. The school is so enthusiastically attended, according to Miss Tuerk, manager of the radio department, that it is planned to hold it each year.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

Selling the Dealer on Ventilating Sales Possibilities

By J. F. IRMITER

SCENE—Any electrical dealer's store.
PLACE—Anywhere in the United States.
CAST—Mr. Johnson, the dealer; Mr. Smith, jobber's salesman.

(ENTER MR. SMITH)

MR. SMITH:—"Good morning, Mr. Johnson. Well, how are things going this morning?"

Mr. Johnson:—"Oh, just pretty fair, Smith."

Mr. Smith (looking around the store):—"Well, I see you still have no ventilating fan in your store."

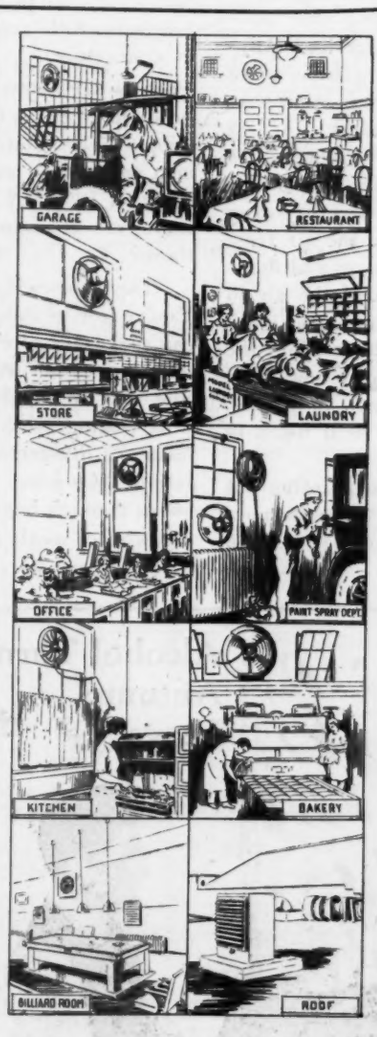
Mr. Johnson:—"No, I'm afraid that they won't move very fast. No demand for them, although I guess they are being sold all right by dealers."

Mr. Smith:—"Well, why not make a demand? Let's sit down and see what others are doing. You never stopped to realize your chances for the sale of ventilating fans right here in your own home town. Let me tell you what I saw as I rambled into town today in my flivver.

"Now, we'll start right from the edge of town, where the B. & Q. comes in. There, as you know, is Harmon's creamery. I didn't go into Harmon's place and get a line on conditions there, but I have a pretty good idea of what they are. For, I remember when I was a boy I used to run over to the creamery in our town to see another kid who worked in the office there.

"Well, I think that as long as I live I'll remember the smells of sour milk and heavy steam and hot air that pervaded the entire building. You know they are not particularly agreeable. They can't be avoided in the plant, although proper ventilation will remove the steam and moistened air so it won't rot the woodwork and rust the machinery. And there is your chance, Johnson. I'd like to bet if you go down to Harmon's office and tell him that the air can be kept clear and pure and that you've got a fan that will make it so, he'll be interested in the proposition right away.

"But if you can't get him to see it this way, then bring him down to your store here and show him that fan you've got in operation. Show it in action. Let old Harmon see what it can do and he'll be at the breaking point—he'll probably want one right away. In fact, he has a natural ventilator on his roof but it's doing him no good. Therefore, he must already realize the necessity for ventilation.



THE Trouble With the Average Dealer is That He Does Not Stop to Think of the Opportunities All Around for the Sale of Ventilating Fans. As You Drive Into His Town the Next Time, Jot Down the Possible Places Where Sales Might Be Made and Give Him a Sales Talk on His Opportunities.

"You know the old saying 'seeing is believing.' There's nothing that will sell an exhaust fan quicker than an exhibition of what it can do. It's just another way of letting a customer sample your goods. So, I would urge you, Mr. Johnson, to get that fan up by all means, and let your trade come and sample the air—that is, let 'em see what a fine, airy place it will make.

"Coming up from the creamery, the next place I took under observation was the Pure Food Bakery, on the corner of Main and Sixth. Now, if there ever was a place that needs ventilation, it certainly is the workroom of a bakeshop. There's an excess of heat generated there which, in the summer time especially, is mighty uncomfortable for the baker and his help. There is also always a lot of heat in the store, which does not add to the purity of the atmosphere. Furthermore, it melts the sugar frosting, etc., on the cakes and pastry so that they look soggy.

"This store is one of the surest prospects that I know of for the sale of an exhaust fan. I'm certain that once you get the owner in your store here and show him what a fan is doing for you, it will be quite easy to convince him that it will do the same for him—and he'll likely buy.

"Now, right across the street is Keller's Department Store. There, I think, is one of the best prospects in town. I've been in there several times and never saw less than two dozen customers on the floor. Then there are about a dozen or more sales people. As you know, the store isn't

any too large, and when there are anywhere from 30 to 40 people in the place all day, you can realize the air isn't going to be very healthy and inviting unless it is frequently changed. Step in there on a hot summer's night. It'll nearly drive you out.

"There is just one way to change it, and that is with an exhaust fan. There ought to be at least two in that store, and I think you could show the Keller people what a big difference there would be in the atmosphere if they had fans. The proprietors are pretty sensible fellows, and are the kind that once you demonstrate to them how they can make their place more popular and profitable, they won't hesitate in accepting your suggestions.

"Here's a thing you can always rely on, whenever you can show any business man a way to make his place more popular, you can rest assured he will be interested. You know yourself that you are glad to get tips on how to increase your business. Well, the other fellows aren't any different than you.

"It strikes me that a fine way in which you might put over the sale of ventilating fans is by urging your business customers to install fans as a mark of service. Anything that a storekeeper does to make his patrons more cheerful and comfortable, is certainly an indication that he wants to serve them to the best of his ability.

"Coming down Main Street I noticed three drug stores in two blocks. Each one of those stores, Mr. Johnson, is a fine prospect. You've noticed that in nearly every drug store you go into, there is a strong odor in the air from the hundred and one different kinds of powders and fluids that go into making medicine. I have found the air in some places absolutely stuffy, and I couldn't get out quick enough. Well, other folks will react to those odors the same as I do, and when you show a druggist how he is apt to lose trade because the air in his place is uninviting, you are going to make an impression, and he'll listen to your suggestions.

"Now, don't overlook the fact that I am pointing out to you only three drug stores. There are a dozen or more different kinds of stores in town, and each one is as good a prospect as the next one.

"A couple of blocks down the street is Foote's laundry. When I passed there today I saw several windows open, and steam was pouring out in clouds. Apparently the only ventilation in the place was via the windows. I wonder what they do in winter, when's it's around 10 below?

"I imagine if you go down and see those proprietors and explain to them how steam and heat sap the vitality of their workers and slow up production, they will listen to arguments on proper ventilation.

"A laundry is a prospect for more than one fan—probably three or four. Some places you will find, have ventilation of a sort—a hole cut in the roof with a little house over it. Well, you know that that is not a bit satisfactory, and the laundry men will admit it if pressed. In a place like theirs, where the air is hot and steamy, a propellor fan is needed to give them correct ventilation. As I have said, these fellows won't pass up a chance to improve their methods, if they can be shown how, and you ought not to have any difficulty in pointing the way for them with ventilating equipment and a sample here in your store.

"Now let's turn to what undoubtedly is your best field in town. That is the residential section—the place where people live. You know, the home is the one place where men and women want to be comfortable. Why, man, just think of it, every home in this town is a prospect, and there are thousands of them. Do you see your field there?

"The housewife, of course, should be appealed to. You've got to show her how clean, airy and cheerful she can make her kitchen with a ventilating fan. And, that, when you come right down to it, isn't very hard to do. She will admit that it is the cooking odors, steam and heat coming from the kitchen that make the rest of the house so disagreeable. She will be easily sold on ventilation. Cooking odors don't stay in the kitchen, but sneak through her whole house and make it unpleasant for hours after meals are cooked. Cooking odors in the home are the bane of every woman, and (*Turn to Page* 82).

Alcohol Turns Autumn Leaves

In the laboratories of the larger electrical manufacturers all sorts of things are investigated under the head of "pure science." At the time, they may be remote from any commercial problem, but somewhere, sometime the results may prove most important. For instance: Alcohol, which long has been blamed for coloring the human nose with a roseate tint, seems to be also the reason leaves turn red in the autumn, according to S. G. Hibben and R. L. Zahour of the Westinghouse Lamp Co., shown above measuring the amount of light reflected from leaves at different stages in their life cycle. As a result of these tests, it was found that during the summer, leaves absorb 90 per cent of the sunlight, but in fall shut most of it out. With the shutting out of the sunlight, growth is retarded and the leaves ferment, the alcohol thus formed absorbing the green elements of the leaf and bringing out the red and yellow pigments.

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Market for Electrical Supplies

Compiled Monthly From Reports Made to THE JOBBER'S SALESMAN, by Jobbers, on Market and Price Conditions for 22 Key Products

COMMODITY	EASTERN STATES*						CENTRAL STATES*						WESTERN STATES*					
	MARKET Jan. 15 to Feb. 15			PRICES General Trend			MARKET Jan. 15 to Feb. 15			PRICES General Trend			MARKET Jan. 15 to Feb. 15			PRICES General Trend		
	Good	Fair	Poor	Higher	Steady	Lower	Good	Fair	Poor	Higher	Steady	Lower	Good	Fair	Poor	Higher	Steady	Lower
Transformers, insulators, distribution equipment	4	11	9	0	23	1	3	10	3	0	16	0	1	6	3	0	10	0
Poles and pole-line hardware	5	8	12	0	23	2	0	12	3	0	12	3	1	8	2	1	8	2
Switchboards and accessories	3	17	8	0	28	0	1	8	7	0	15	1	4	1	2	0	7	0
Motors and control apparatus	3	18	6	0	27	0	1	8	7	0	16	0	1	4	5	0	10	0
Safety switches	23	12	3	0	37	1	11	9	0	0	20	0	6	7	0	0	13	0
Wiring devices	17	19	2	1	36	1	9	11	0	0	20	0	7	6	0	0	13	0
Conduit and fittings	21	15	2	0	38	0	6	11	1	0	18	0	8	5	0	0	13	0
Fuses	18	17	1	0	36	0	12	10	0	0	21	1	8	5	0	0	13	0
R. C. wire and cable	18	19	1	6	27	5	9	12	0	2	13	6	5	8	0	3	6	4
W. P. wire	9	17	1	4	30	3	5	12	1	1	15	2	4	5	2	4	5	2
Lamps	27	10	0	0	23	14	17	5	0	0	16	6	8	5	0	0	9	4
Industrial reflectors	17	18	3	0	37	1	12	8	1	0	21	0	2	10	1	0	13	0
Commercial lighting units	11	19	4	0	34	0	9	10	0	0	19	0	4	5	2	0	10	1
Residential lighting units	13	10	6	0	28	1	4	7	5	0	14	2	2	4	1	0	7	0
Street lighting equipment	2	8	14	0	24	0	0	8	6	0	14	0	1	3	2	0	6	0
Heating appliances	13	21	3	0	36	1	2	9	9	0	18	2	3	7	3	0	11	2
Motor-driven appliances	3	16	7	0	26	0	1	9	9	0	18	1	1	4	4	0	9	0
Fans	1	2	26	0	26	3	4	3	11	0	16	2	1	0	8	0	8	1
Radio	22	8	2	0	29	3	11	3	2	0	14	2	7	5	0	0	7	5
Flashlights and batteries	16	18	3	2	35	0	7	11	2	1	19	0	5	7	1	0	12	1
Telephone equipment	0	9	9	0	18	0	1	7	5	0	13	0	2	2	1	0	5	0
Storage batteries	14	8	2	0	24	0	5	3	4	0	11	1	3	4	0	0	7	0

**Eastern States include all between the Atlantic Coast and the eastern boundaries of Ohio, Kentucky, Tennessee and Alabama; Western States include all between the Pacific Coast and the eastern boundries of N. Dakota, S. Dakota, Nebraska, Kansas, Oklahoma and Texas; Central States all between.*

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY"

Piecing Out The Radio Season

Spring and Summer Merchandising Methods Planned by Radio Department Managers to Promote Sales

THAT the more progressive radio department managers of jobbing houses refuse to recognize the summer slump as a necessary evil in the merchandising of radio material is evidenced in their letters and comments given below. The questions which were asked 80 radio men embraced the following: The special plans made for spring and summer business; the problem of carrying sufficient stock at this time; the help expected from the manufacturer; the arrangements made to keep the special radio salesmen busy; the advertising the jobber expects to do, and the special merchandising stunts and drives planned.

The answers received from eight of the most active indicate the serious thought which has been given this problem. The planned solutions, while varying in their scope, practically all have the same basic idea behind them. And that is to concentrate on the dealer by every possible means: advertising; calls by special radio salesmen; pointing out the field and helping him cultivate it, in short keeping him enthusiastic over the radio sales possibilities among the summer trade and showing him just how to promote them.

In these letters may be found suggestions which every radio department manager may well afford to give his consideration. The meaty ideas which these men are putting into action will undoubtedly bring results. They are sound and concrete and with the manufacturers' co-operation should go far to making "the radio slump a radio hump."

ILLINOIS ELECTRIC COMPANY
ELECTRICAL SUPPLIES
DISTRIBUTORS FOR RADIO CORPORATION OF AMERICA
312-314 WEST MADISON STREET
CHICAGO

"We have no special plan for spring and summer radio business, although we will, of course, increase our activities in the way of intensive advertising, direct by mail advertising, and special efforts by our radio men.

"We will keep up our stock of all items in our line during the spring and summer months, tapering down of course to smaller quantities when the business gets less.

"We believe that the manufacturer can help a great deal by getting across the idea in his advertising, that radio is an all year proposition. Constructive advertising to the public on radio, continued during the spring and summer months, should eliminate the drop off, which we have had in previous years.

"We are planning on keeping our special radio salesmen working on radio during the spring and summer.

"We are not planning to do any different advertising on radio, during the coming season, than we have in the past, although we may make it more intensive.

"It is our belief that there is a good deal of radio business to be secured from April until August, and that the dealers could get this, if they did not have ingrained in them firmly the idea that there is no radio business during the summer. Portable business should be very good and tube and battery replacements should be good, as well as business on small loudspeakers which the customer could carry with him on camping trips, during the summer.

"It is my honest opinion that the bugbear of the off radio season is very much exaggerated, and that the dealer himself is the cause of no radio business. There are many people who remain in the city, during the summer, and who are not financially in a position to have outdoor amusements and relaxation, who get a great deal of pleasure out of local and nearby reception during the summer, and who are perfectly willing to buy sets for that purpose, feeling sure that they will be able to get distance later, when the weather conditions are more favorable. The dealers who play up the idea of the coolness and comfort of lounging at home, and enjoying the good programs being broadcast by local stations, will not find that their radio business is a total loss during the summer though of course, it will not be as large as it is in the winter.

"The newspapers and magazines, can help a great deal in this educational work. Broadcasting stations, by offering especially good programs, can also help."

D. H. Tuerk.

SOUTH BEND ELECTRIC CO.
GENERAL ELECTRIC DISTRIBUTORS
PHONES MAIN 0765 AND 0766 COR. SAMPLE & MICH. STS.
WHOLESALERS
RADIOS — WIRING SUPPLIES — APPLIANCES
SOUTH BEND, IND.

"We are going to prepare our dealers during the summer months so that they will be able to give service when the boom starts next fall. In doing this, we expect to hold service meetings periodically, print bulletins, give them all the technical information and keep them informed, at all times, regarding the product that we handle. We are planning a series of sales promotion letters to be sent out to these dealers to keep them interested during the dull season.

"Up to the present time it does not look as though we are going to have a large stock of radio material to carry over the summer in as much as we have never received a great quantity of sets in the past due to production. We feel sure that as long as these sets are not put on the market we will, with our advertising and the dealers advertising, be able to create a consumers acceptance that will carry the demand all summer.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

"Our manufacturer has been doing very consistent advertising during the winter months and has an advertising program outlined for the spring and summer which is second to none in the radio field. We believe that this is necessary in selling any product.

"We are giving information to our dealers in the form of sales promotion work ideas regarding salesmanship in the way of getting their name before the public and getting the consumer coming to them instead of the dealer going to the consumer.

"We will suggest that at all tourist camps, antennaes be erected and that sign posts along the public highways, contain bill board advertising. In this way, not only the sales of batteries, tubes and supplies during the summer will be helped, but also, an occasional set may be sold.

"We are very carefully scrutinizing the dealer's stock. By this we mean that we are keeping a check up on exactly what the dealer buys, how much he buys and getting his actual turn-over so that he may make money and we may do the same thing. We realize this importance and we are going to educate our dealers to that effect."

W. H. Bode.

Post-Glover Division

LAKE STATES GENERAL ELECTRIC SUPPLY COMPANY, INC.
WHOLESALE
ELECTRICAL AND RADIO GOODS
215 WEST THIRD STREET
CINCINNATI

"Handling no parts but one line of sets and only those accessories essential to their best operation, our plans differ from those of many distributors. In general, we have been concentrating on selected dealers with the idea always foremost of increasing their radio sales and service ability as much and as rapidly as possible.

"Merchandising progress is promoted through frequent letters on timely topics, and regular calls by both radio and general line salesmen.

"Ideas that will bring more and better sales are adapted to the individual situation and every effort is made to persuade the dealer to carry them out.

"Increased service ability is being fostered by letters covering various service details, and by personal instruction from men versed along these lines and capable of imparting their ideas to the dealer and his men.

"Believing that dealer advertising pays, we are urging our dealers to use billboards and movie slides where possible to take regular space in his local paper, and to make personal and letter solicitation to the greatest extent. He is asked and helped to use his display windows to the best advantage, and to lose no opportunity to demonstrate at public gatherings. This means prospects and sales for him and in turn, sales for us.

"Dealer education has reached the point where the more progressive merchant realizes that maintenance of representative stock the year round is essential and this is reflected in their orders at present as compared with a year ago. The distributor should maintain adequate stock so as to give especially prompt service in the spring and summer months, since the dealer's ordering point is lower, and his need for speedy and accurate deliveries more urgent.

"The manufacturer whose products we distribute, is carrying out a most helpful magazine and newspaper advertising program. This is augmented by dealer helps and letters dealing with helpful merchandising ideas. Calls by his field men also add materially to the stimulation. The greatest need just now is along service lines, more service information for distributor and dealer gotten up in uniform loose leaf sheets of convenient size, and speedier action on service parts orders and sets returned for factory service.

"The special salesmen are making periodic calls in the furtherance of dealer sales and service along the following lines: holding meetings of dealer salesmen; adopting sales ideas to the individual situation; getting up window displays, and advertising to tie in with national "ads" and important events; promoting cooperation among the dealers, in short, doing the hundred and one things a good salesman does to stimulate sales so he can write more orders not only now but next week, next month, next year.

"To distributor concentrating on and selling to a definite dealer list, general advertising would mean very little, especially when compared with the direct efficacy of frequent letters and frequent calls. We are vitally interested in dealer advertising and strive to make the dealer ads carry along the thoughts put forth in the manufacturer's attractive and excellently planned advertisements.

"Merchandising 'stunts' as such have no place in our plans, since we believe consistent progress is best made through the long steady pull towards a given end rather than by spectacular lunging pulls, which are interesting while they last, but usually leave the wagon only a little further up the hill. A bally hoo man may occasionally coax two bits out of your pocket, but the neighborhood movie gets 'em regular and often. Just so, half price carload radio sales create a stir, but make no progress beyond the moment, while the real radio dealer across the street reaps as a reward for consistent and concientious merchandising effort, a loyal clientele that grows with each passing month."

M. C. Ewing.

Wetmore-Savage Electric Supply Co.

46 HAMPDEN ST., SPRINGFIELD, MASS.

"In order to keep up the radio sales curve during the spring and summer months, we are trying to correct our dealers' viewpoint as regards summer reception. The writer finds that nine out of ten dealers simply accept the fact that radio is a back number in the summer season and that they might as well cease trying to sell sets.

"All of our salesmen call on the radio trade just as regularly during the summer as during the winter and talk radio sales.

"The vacation field is full of opportunities for radio sales. This is more so now than ever before due to the manufacture of sensitive, compact and portable sets.

"Another line for dealer activity is (*Turn to Page* 58)

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

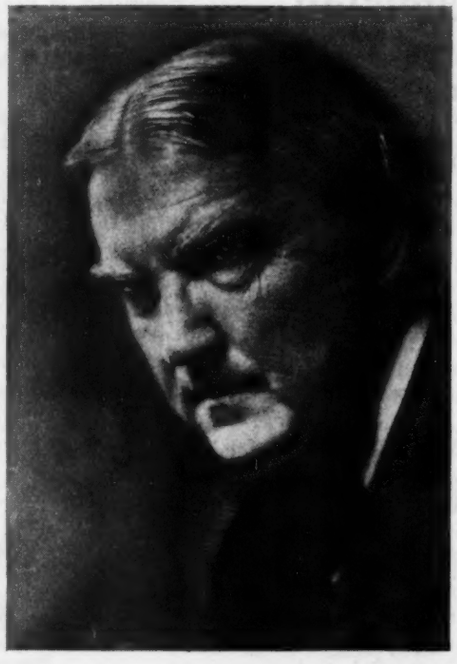
One Does Not Have to Be A Genius to Achieve Success

Keeping Everlastingly At It

It is Too Often Forgotten That Intellectual Ability is A Growth and Not A Gift—It is Better to Have A Trained Mind Than A Natural Gift

By Dr. FRANK CRANE

ONE DOES not have to be a genius in this world to achieve success. Some of the great victories have been accomplished by plodders. For instance, the acquisition of knowledge: this demands thoroughness, accuracy and concentration. A man may acquire great and reliable knowledge simply by not reading in a desultory or fitful way. He should not aim for information so much as for great knowledge and culture. In this way ordinary ability with great diligence can accomplish astonishing things. It is too often forgotten that intellectual ability is a growth and not a gift. It is much better to have a mind that is trained than to have natural gifts in the first place.



One element in mental training we often overlook is that we have never thoroughly learned a thing until it is translated into action. Knowledge must lead to achievement and efficiency if it is any good. Knowledge cannot be held merely as an ornamental thing. Some people endeavor to acquire information and and never use it, and are like the girl who wanted to swim but was afraid to go near the water. An essential element of knowledge is experience: indeed the best sort of knowldge comes from experience. The practice and skill we get from actual daily deeds do more to make us grow than the information we get from reading.

It is essential, therefore, continually to ask ourselves whether we make the most of our powers and opportunities. We shall attain a richer, fuller and better life only as we do greater deeds. Deeds not translated into life and held merely as accomplishments are of little value.

There are no short cuts to wisdom. In order to acquire knowledge that is of use to us we must act upon what knowledge we have and further knowledge will come. Going through a forest it may often be impossible to see where the path leads, but we can see where the next step is and take that.

Remember that wisdom comes from within yourself and not from other people. Every fact that is of value to us is marked non-transferable.

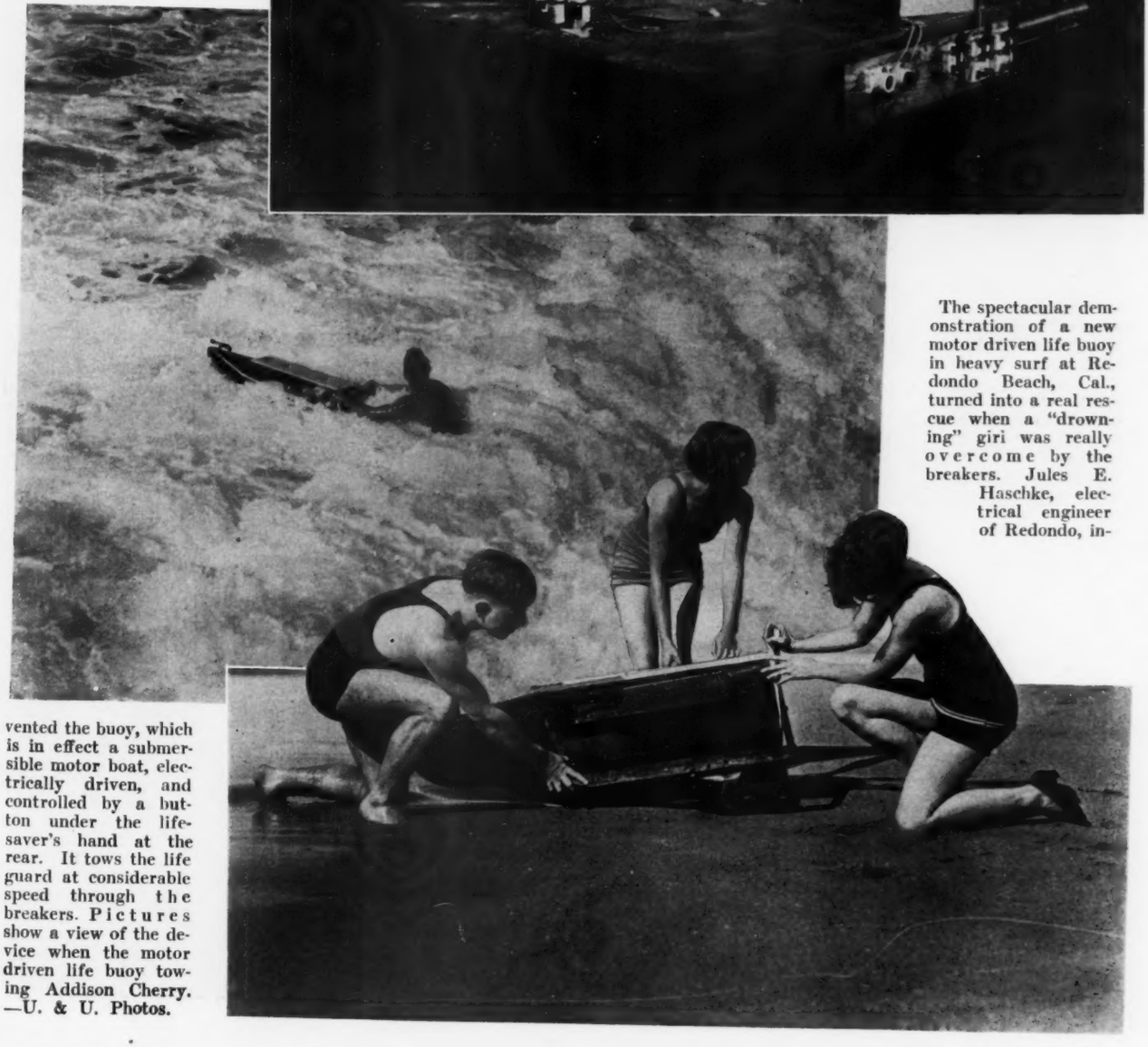
Copyright, 1926, by Dr. Frank Crane.

An Interesting Article by Dr. Crane Appears in Every Issue of The Jobber's Salesman

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

Pictorial Review of Electrical Developments

Dr. R. A. Milliken, famous discoverer of the new "cosmic ray," working on still another problem in the laboratories of the California Institute of Technology, of which he is president. Dr. Milliken is already holder of the Nobel prize for isolating the electron and determining the nature of electricity. With this apparatus he is stripping atoms of their valence electrons, a process which may be described as taking the shell off a nut, only several million times smaller.—U. & U. Photo.



The spectacular demonstration of a new motor driven life buoy in heavy surf at Redondo Beach, Cal., turned into a real rescue when a "drowning" girl was really overcome by the breakers. Jules E. Haschke, electrical engineer of Redondo, invented the buoy, which is in effect a submersible motor boat, electrically driven, and controlled by a button under the lifesaver's hand at the rear. It tows the life guard at considerable speed through the breakers. Pictures show a view of the device when the motor driven life buoy towing Addison Cherry.—U. & U. Photos.

The reduction in the number of lamps from forty-five to five is a great advance in providing an easier and cheaper means of securing good lighting. Herbert Hoover, who has long been a strong advocate of simplification has endorsed the new lamp line. He says, "Any step that can be taken to simplify materials entering into everyday life, that will bring about greater interchangeability, will improve value and service, and will, at the same time, reduce producing and selling expenses is highly worth while."

The remarkable lamp shown on the left does not cast a shadow on work and has proved invaluable for surgical operations, laboratory work, and all other work where the operator has to get close to the job. A lamp of high candle power is fitted in the center of an inverted bowl of sheet metal. Around the inside of the bowl are a set of inverted reflectors set at a certain angle, and round the lamp is a cylindrical prismatic lens. The rays of light from the lamp are deflected horizontally by the prismatic lens onto the reflectors on the edge of the shade, from which they are thrown downward in a circle of concentrated light.—U. &. U. Photo.

Once this searchlight, the largest in the United States, was mounted aboard the U. S. S. Minnesota, and often picked up the coast of Florida. It is now mounted on this tower at Daytona Highlands, Fla., and often picks up ships at sea. It has a range of 25 miles.—U. &. U. Photo.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

X-Ray Super Reflectors

TRADE MARK REG.

Super Light—Why?

Up-to-the-minute merchants the country wide are realizing that *more light in the show window means more sales in the store.* X-Ray *Super*-reflectors have made possible the use of the efficient 500-watt Mazda lamp—thus revolutionizing show window lighting.

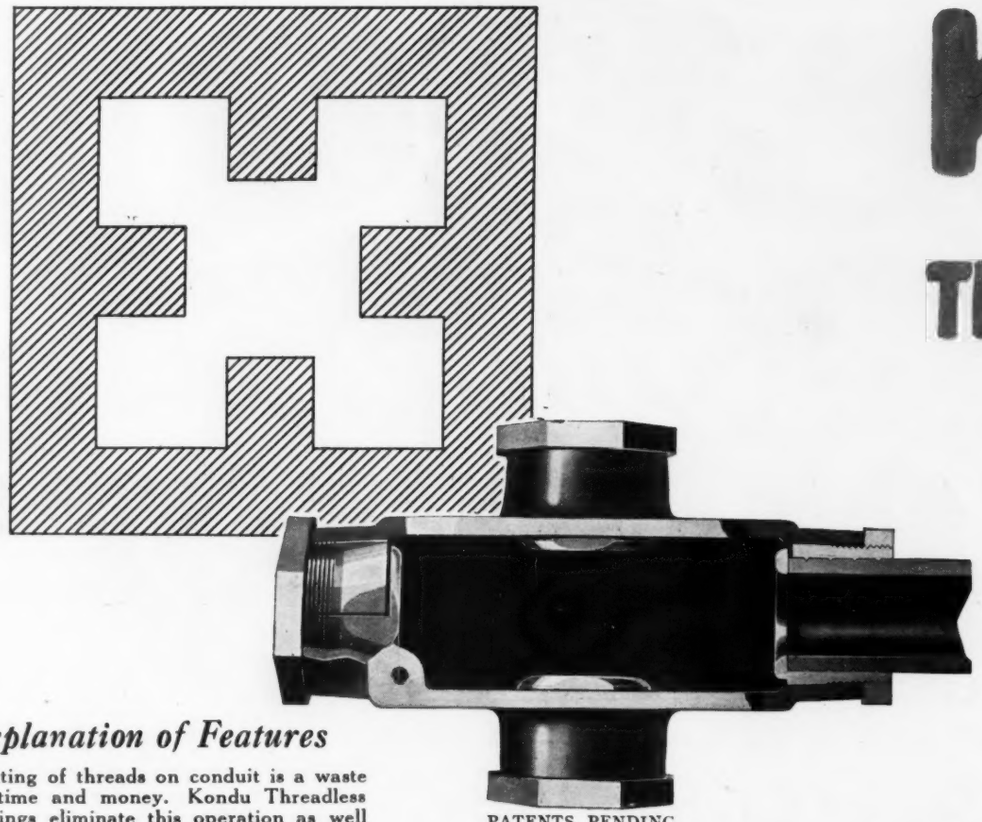
Sell Giant and Leviathan Reflectors—merchants want and need them!

CURTIS LIGHTING, Inc.
1119 W. Jackson Boulvard
CHICAGO
31 W. Forty-Sixth St.
New York
3113 W. Sixth St.
Los Angeles

GIANT No. 900

Holders and Mogul Sockets Free!

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."



PATENTS PENDING

Explanation of Features

1. Cutting of threads on conduit is a waste of time and money. Kondu Threadless Fittings eliminate this operation as well as the investment and maintenance of stocks, dies and threading machines.
2. The necessity of screwing conduit into fittings is also another costly operation which Kondu Threadless Fittings has reduced to a minimum. Only slight effort is required to tighten Kondu Threadless Fittings in the desired positions.
3. No more loss of time in starting tight or damaged conduit threads into fittings. No pipe wrenches or expensive equipment needed. Slide the conduit into the Kondu Threadless Fitting until it seats on the bead, tighten the lock nuts and the job is finished.
4. Tests have shown ½ inch Kondu Threadless Fittings to have a holding power of over 2,500 pounds. This is far greater than normal requirements. The secret lies in the parallel grip of the tapered bushing—the greater the tension, the tighter the bushing grips the conduit.
5. It is immaterial whether the conduit be with or without threads as the tapers on the bushing causes it to conform to any variation of size or shape of conduit.
6. Kondu Threadless Fittings are made of certified malleable iron and are not affected materially by rust or corrosion. They are unbreakable and are, therefore, ideally suited for all work requiring strong fitting.
7. The large rectangular openings of Kondu Threadless Fittings, with the cover screw lugs out of the way, give great accessibility. Splicing becomes an easy operation.
8. Underwriters tests show excellent grounding is obtained without scraping enamel off the conduit.

KO

THE THR

The original cost of a conduit fitting represents but a small proportion of the complete installation cost. A greater proportion of this cost is made up of labor—the cutting of threads and screwing conduit into the fittings.

The Kondu-Box has been so designed as to eliminate these costly operations and to furnish many other economic advantages as well. A few are mentioned on this page. Study them—send for a sample Kondu-Box and you will appreciate just what they mean to you and your contractors.

ERIE MA

KONDU DIVISION

DISTRICT OFFICES — NEW YORK — PHILADELPHIA — CHICAGO

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY"

DU-BOX

REGISTERED U.S. PATENT OFFICE

ESS CONDUIT FITTING

s Standard by Underwriters Laboratories

There Is Something New Under The Sun For The Jobber

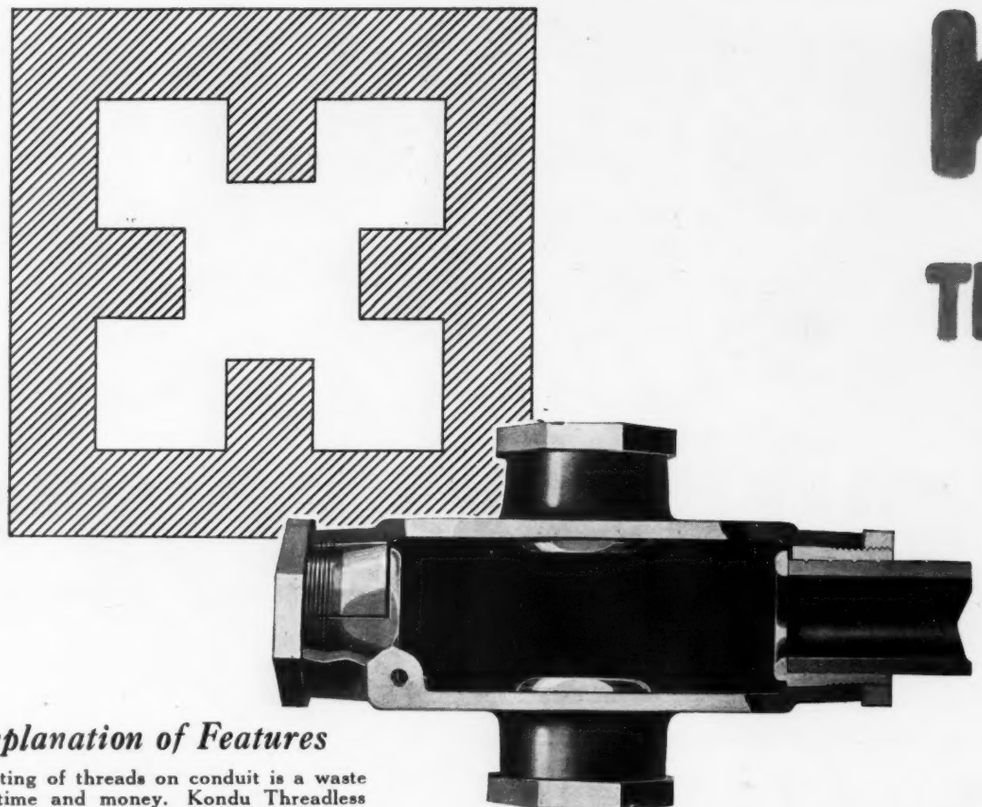
A "Simplified Line" of threadless conduit fittings has been developed by the Erie Malleable Iron Company, one of the oldest manufacturers of certified malleable iron in the industry. This line will be marketed through the jobber and an extensive advertising and sales promotion program is being carried out which will make the Kondu Line the ultimate leader in the field.

A few of the exclusive features of Kondu Threadless Fittings, are on the left hand page. Read them—you'll agree there is "something new under the sun" which means more profits to you and a greater turnover.

ABLE IRON CO.

ERIE, PENN'A.

NNATI — BOSTON — PITTSBURGH — CLEVELAND — DETROIT



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KONDU DIVISION

DISTRICT OFFICES — NEW YORK — PHILADELPHIA — CHICAGO —

PRINT IN BINDING

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY"

DU-BOX

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ERIE, PENN'A.

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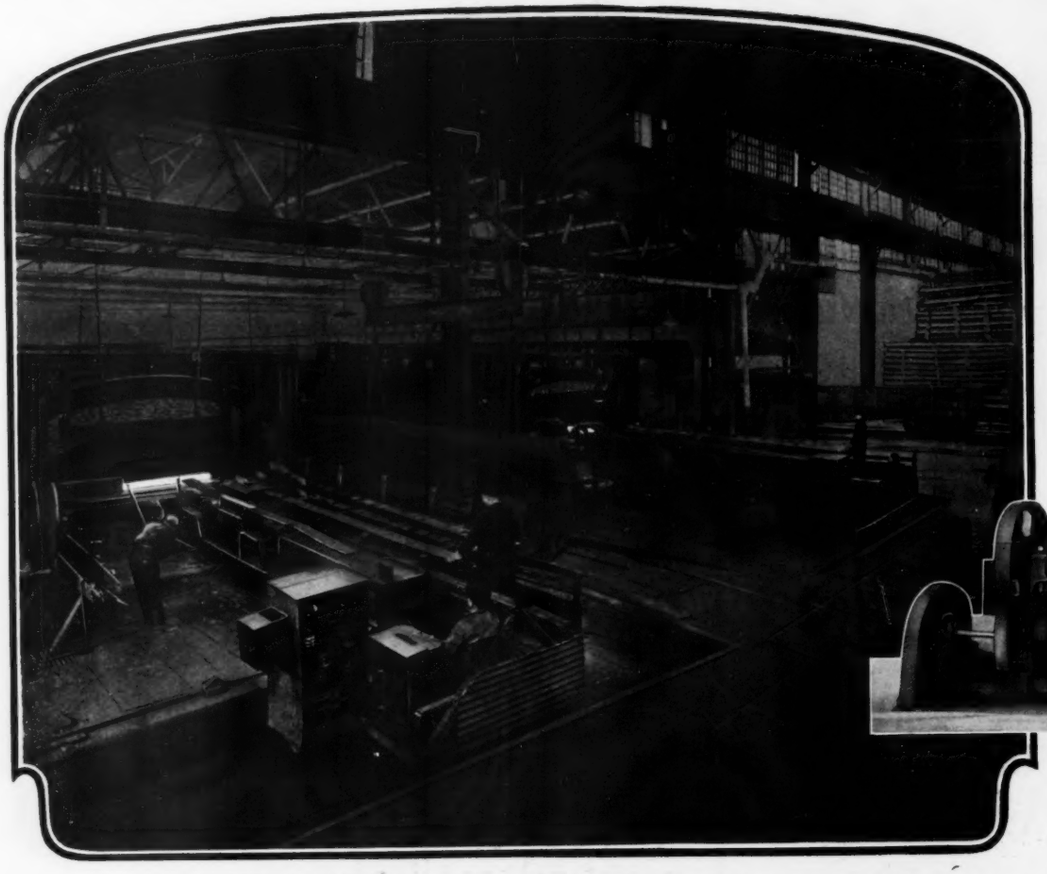
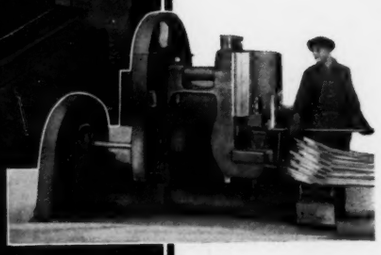


Number One of a Series depicting the manufacture of "Central Black" and "Central White" Conduit. The purpose of the Series is to help you sell "Central," the Conduit that meets every better wiring requirement.



Here is a rear view of Numbers One and Two Butt-Welding Furnaces in the Central Tube Plant, showing how skelp is charged.

The 1st Operation in the Making of "Central" Pipe from which is Made "Central Black" and "Central White" Conduit

Approved by Underwriters' Laboratories

Flat strips or skelp is stored in this building which is 110 feet wide by 700 feet long. The ends of the strips are formed by shears as shown in insert at the extreme right of picture.

Over-head electric cranes carry the skelp to the shears and thence to charging machines shown at the rear of the furnaces.

A charging machine travels back and forth behind each welding furnace, successively charging a cold strip into the furnace as a hot strip is withdrawn from the other end as a welded tube.

The skelp charged onto the flat hearth of the furnace is raised to a temperature of about 2650° F., after which it is drawn into a tube.

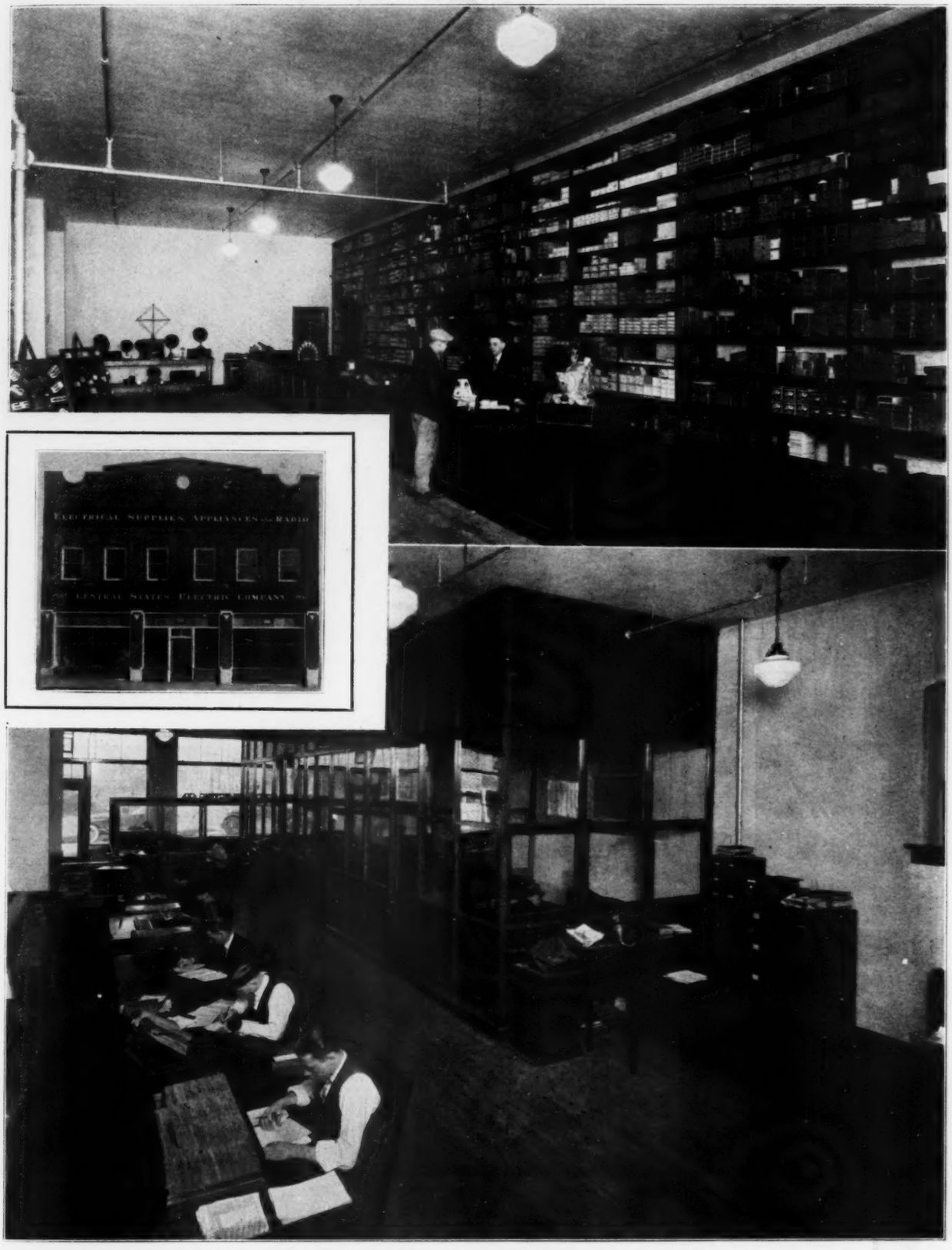
CENTRAL TUBE COMPANY

PITTSBURGH

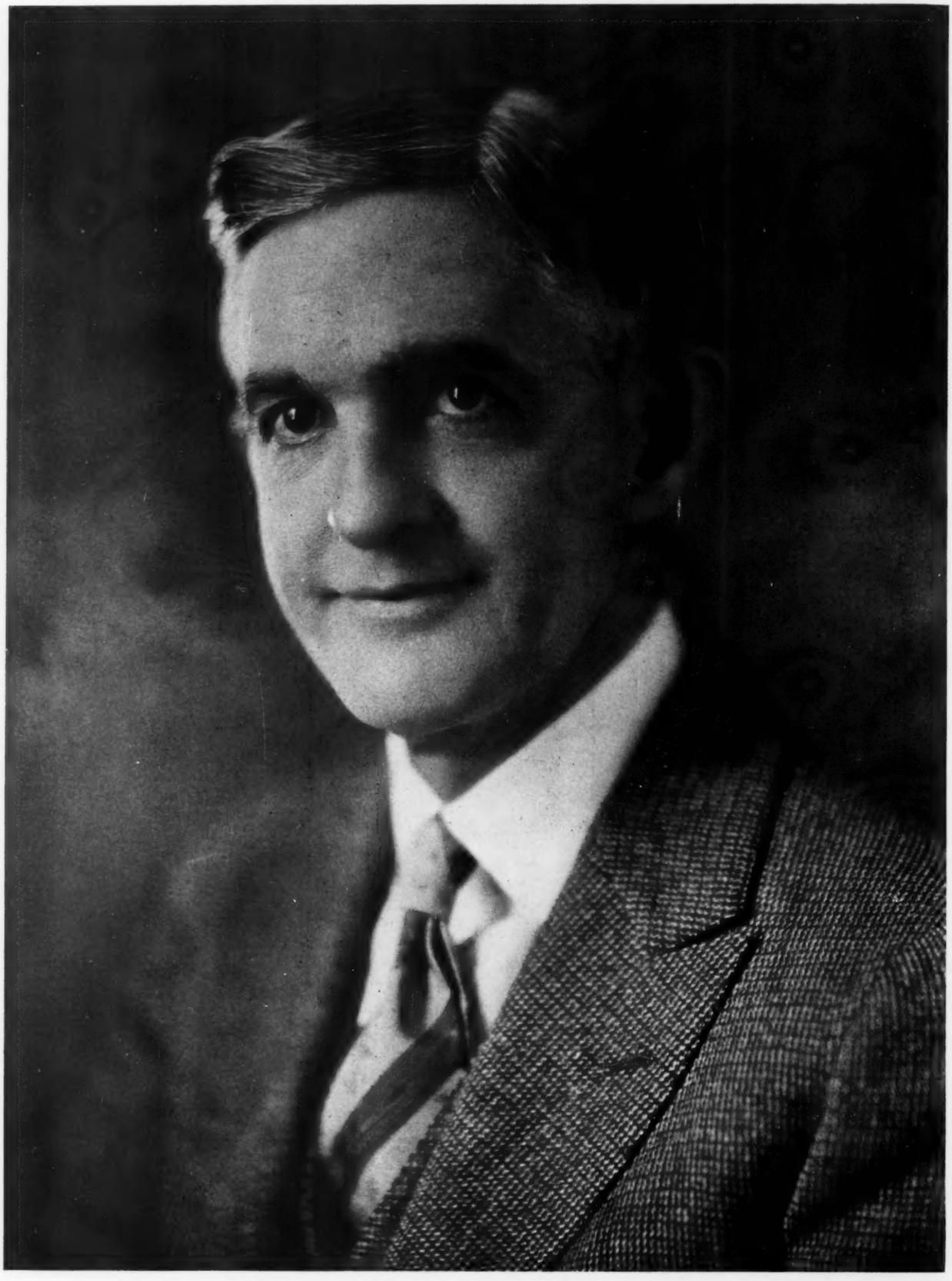
"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

Representative Jobbing Establishments

Central States Electric Company, Kansas City, Mo.



Top: General view of store; bottom, general offices; insert, new building of company at 1709-11 Locust St., Kansas City.



Harry E. Hobson

President, Southwest General Electric Co., Dallas, Tex.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

MEN YOU SHOULD KNOW

Harry E. Hobson

President
Southwest General Electric Co.

A BIG figure in the electrical industry of the Southwest is Harry E. Hobson, president of the Southwest General Electric Co., Dallas, Texas.

Despite the fact that Mr. Hobson is the most modest of men, after 30 years of outstanding work in his chosen field, in the forefront of electrical activity he continues to be spotlighted as one of its noteworthy leaders—fresh evidence of the truism, the world is ever on the watch for big men. When friends try to analyze the ways and means by which he has achieved the success with which his efforts have been blessed, invariably they arrive at the same conclusion—he uses his mind not only as a work shop, but as a storehouse, for he is never known to forget the name of any person after having met him once. It is needless to remark that this wonderful memory is applied also in his remarkable retention of worthwhile facts.

Perhaps another secret of Mr. Hobson's success is that he knows when business cares are encroaching upon that margin of relaxation which every well-balanced man grants himself. He enjoys golf and is a member of a local golf club, but golf is by no means his chief recreation. He derives his greatest pleasure from duck-hunting and numbered among the treasured things of his life are his gun and his boots.

Friend and Adviser

ALTHOUGH a modest man, not given to talking about himself, Harry Hobson is nevertheless pretty much under the spotlight in the front of the stage of electrical activities. He has gone through the mill himself as a salesman, and from the old University of Hard Knocks has gained the wisdom which now enables him to guide and to advise 36 salesmen so that every one of them can give expression to his own individuality and not descend into being a "cog in a wheel." This presupposes the finesse of a diplomat and the sincerity of a friend.

Mr. Hobson takes an active interest in all civic affairs, being a member of the Dallas Chamber of Commerce, the City Club, the Dallas Athletic Club, the Dallas Country Club, and the Koon Kreek Klub. He is vice-president of the Boy Scouts and is one of the directors of the Republic National Bank, Dallas. He was a charter member of the old "Sons of Jove," of which group his brother, C. W. Hobson, was No. 1.

Harry E. Hobson was born in Savannah, Missouri, on March 4, 1877. The Fates were kind to Texas and the Southwest when Harry's father, a bridge contractor, was called to construction work in Waco, Tex., and, seeing the possibilities of the Lone Star state, purchased a farm as a stand-by for old age. The Hobson family accordingly moved to Texas in 1894, and, H. E. Hobson, being one of the youngest, worked on the farm. At this time educational facilities were limited, and the boy, being ambitious, studied through a well-known correspondence school.

In 1897 the Waco Electric Supply Co. was organized and he went to work in the repair shop for his brother, and since that youthful beginning he has been continuously associated with, or has been working for, his brother, Charles W. Hobson. From general utility man in the repair shop, Harry was promoted to general repair work and house wiring, his first big job being to install a light plant and to wire the whole town of Cuero, Tex., in 1898. Since he had proved quite adept at locating trouble, he was made "trouble shooter" for the company and in those days, with old-time direct current machines, trouble shooting was not an easy task.

In 1903 the Waco Electric Supply Co. was reorganized, at which time the name was changed to Hobson Electric Co. H. E. Hobson, having acquired an interest in the business, went on the road as traveling salesman, covering Oklahoma and Texas, which was not a small assignment. In 1905 he was made manager of the Houston branch of the company. In 1906 the Hobson Electric Co. moved its business from Waco to Dallas, and he replaced his brother, Sam Hobson, as manager of the apparatus department at Dallas. In 1912, he was made sales manager of the company. In December of the same year the Hobson Electric Co. was taken over by the Southwest General Electric Co. and in 1921 he was appointed assistant general manager. At the time of the separation in 1924 of the Southwest General Electric Co. and the General Electric Co., he was made president of the distributing house.

When reorganization began Mr. Hobson had quite a task in selecting his personnel for the operation of the Southwest General Electric Co. as a General Electric distributor. However, being a keen judge of human nature, he gathered around him a group of workers and set out to make the bogie set for 1924, and, although it seemed high at the time and the possibilities for success slim, the first of 1925 showed that, as usual, H. E. Hobson came through with colors flying.

As president of the Southwest General Electric Co., Mr. Hobson directs the operation of branch houses at Houston and San Antonio, Tex., Oklahoma City, and Tulsa, Okla., having under his supervision a personnel of 186 employes, 36 of whom are salesmen. To preside successfully over the activities of this number of individuals—and the term, individual, is used in its strictest sense—Mr. Hobson has organized his forces in such a manner that no employe may be (*Turn to Page* 44)

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

News of the Jobbing Industry

Special News From The West

Jaax Heads Growing Department for W. S. Nott

Occasion was had not long ago to call upon the W. S. Nott Co. of Minneapolis. H. F. Jaax was found there in charge of a well-organized electrical department doing a volume of business in supplies, appliances and radio that is considerably above that of the average electrical wholesaler. Jaax, by the way, is an old Sterling Electric Co. man well known in the Twin City territory.

This company, it should be mentioned, is a large concern doing what might be termed a specialty jobbing business—outside of the electrical department. It is also a large belting manufacturer as well as a manufacturer of certain types of storage batteries. Twenty-five or thirty salesmen are kept out all the time, and it is upon these general salesmen of all the lines that Jaax has been dependent for his electrical volume. They have done a good job, considering the diversity of work put upon them. It is probable, however, that in the near future some special electrical salesmen will be added.

* * *

Charles Price Ill but Improving

The many friends of Charles Price, of the Price Electric Co., St. Paul, will regret to hear of a protracted illness that, up to the middle of February, had kept him at home and confined in bed for about six weeks. At that time, however, he had begun to show considerable improvement and his associates hoped to have him back with them in a few weeks.

Charles Price started the company in 1914. Soon after, there were brought into the company C. A. Bacon, A. R. Anderson and a brother, A. D. Price. The company started "cold," so to speak, without any other organization as a nucleus but has built up a business placing it well up in the ranks of the jobbers in that city. They now have five city and country salesmen and are expecting to add two more in the near future. The territory covered is: Minnesota, North and South Dakota and parts of Wisconsin and Iowa. General supplies, radio and appliances are carried but no fixtures as yet.

* * *

Consolidation at Duluth

On January 1, this year, the Duluth branch of the Julius Andrae & Sons Co. was consolidated with the Duluth Electrical Supplies Co., under the latter name. The executives and personnel of the Andrae Duluth company are now associated with the organization of the Duluth Electrical Supplies Co.

This energetic jobbing concern acts as distributor for most of the prominent electrical manufacturers, including the Westinghouse and R. C. A. companies, and serves a territory ex-

Speaking of parties—here's a picture of The McGraw Co., Omaha organization at their annual supper-dance held on January 12. No, all the pretty girls aren't employes but they're all in the family just the same. A. J. Cole, vice president and general manager of the company is second from the left, and M. M. Welton, sales manager at Omaha is on the extreme right. Mr. Cole says he wasn't "mad" when the picture was taken but was more or less overcome by Mr. Welton's "fainting" at the critical moment. The picture was taken twixt the "faint" and the "fall." Mr. Welton retaliated by using some very harsh language about flashlight pictures in general, and this one in particular. Needless to say everyone had a good time.

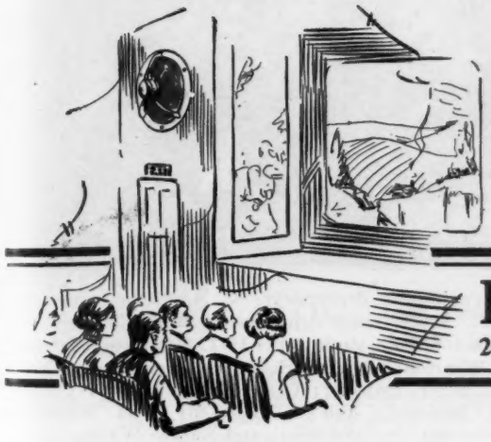
"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

"BUFFALO BREEZO" has a REAL MARKET! We're helping You Sell It—

If you sell the fans for one fourth the prospects for Buffalo Breezo in your territory, you'll sell more than you ever dreamed of. Just think—stores, garages, clubs, creameries, restaurants—for kitchen and dining room—theatres, chemical laboratories, billiard parlors, cleaning and pressing shops, printing and typesetting plants, bakeries, laundries, wash-rooms, toilets, stock rooms, industrial plants of every kind—all are live, ready-to-be-sold prospects for this fan. Your dealers can sell these fans—you can sell them. Get busy now—we're helping you with direct-mail to the consumer. If you haven't our prices and full information about the wonderful "Buffalo Breezo" (4 sizes) write to us NOW! Cash in on this opportunity.

10 Points of Superiority
No. 2

STREAM LINE design and construction of the pressed steel ring permits the air to enter the wheel without frictional loss or eddy currents.



Good ventilation in theatres and movie houses pays dividends in increased patronage. "Buffalo Breezo" fans give excellent results when installed in the wings, near the ceiling.

Buffalo Forge Company

201 Mortimer St. Buffalo, N. Y.

Tel-Elec. Co., Houston, Tex. Rear, left to right: L. C. Parker, radio manager; L. F. (Lou) Philo, assistant general manager; M. N. Saeed, sales department. Front row: H. C. Lobbey, service manager; H. G. Gilmore, assistant secretary and treasurer; Arthur J. Binz, Jr., manager lamp department.

tending from the upper peninsula of Michigan, to the eastern borders of the state of Montana.

This consolidation, together with the steady growth of the company for the past few years, has necessitated securing larger warehousing facilities, and in the near future the company will move into a new building containing three times the square foot area of its present building.

This company, together with the St. Paul Electric Co. of St. Paul, and the R. M. Laird Elec. Co. of Minneapolis, are under the same control, under the direction of R. M. Laird, as president. They are situated logically to serve the entire Northwest through natural distributing channels, and all three concerns have shown considerable progress.

Tulsa's Electric League

Since banding together for common good the electrical interests of Tulsa, Okla., have sold the public on more and better electrical devices. They have pushed the Red Seal plan in an enthusiastic manner.

Tulsa is preparing its second "Home Electrical." Profiting by past experience two valuable suggestions have been acted on. One is to have the furnishings more in keeping with the average income. If too lavish they will detract attention from the electrical features. The other plan is to show the Red Seal wiring from cellar to garret *before* the walls are plastered, so the visitors will get a definite idea of better wiring.

The officers are: J. A. Whitlow, president; A. F. Keller, secretary-treasurer. J. W. Dodge of Dodge Electric Co. is a director.

* * *

Brown Camp Has Good Year

The Brown Camp Hardware Co., Des Moines, Ia., reports that 1925 was the largest year it has had in the electrical business.

The company has extended its territory by the addition of four new men who handle a combination of hardware and electrical merchandise. Albert Franklin will travel northwestern Iowa, F. C. Halpide will cover middle western Iowa, while O. S. Nicholsen will call on the trade in the southeastern part of the state. Thomas Hotchkiss, will handle, as a specialty, the Boss line of washing machines.

A pair of old timers with Graybar Electric Co., Dallas, Tex. A. F. Hamm, on the left is mourning a swell glass shade that got smashed against the steering wheel. G. L. Chesnut (no T, please) has been with the company since Dallas was a flag-station.

A. R. Messenger, electrical salesman, and J. C. Lake telephone man have also been added to the force.

Several new lines have been taken on including the Kolster radio line.

* * *

Boyles Builds Electrical Business for Sommers

G. Sommers & Co., of St. Paul, are large wholesalers of general merchandise. One of the growing departments of their business is an electrical department, stocking all kinds of electrical supplies, radio and appliances. It is headed by C. S. Boyles, who has held the position for the last two years and has worked up a considerable volume. He was formerly with a sporting goods jobber, but takes to the electrical line as if he had been brought up in it.

Here are two groups of the Southwest General Electric folks. The one at the left is at Tulsa, Okla., where a house was opened last September. This branch has earned hearty praise from president Hobson for its nice volume. Left to right they are: A. W. (Abe) Martin, (Manhattan Electrical Supply Co., St. Louis); Meyer Sachs; Rose Sachs; "Heinie" Albrecht; L. J. Locke, manager and Tony O. Flynn. The group at the right is at Oklahoma City. From left to right they are: Hugh Dunlap; J. T. Maledon, service department; V. B. Mason, range specialist; B. M. Smith, lamp department; Merle Cooper; Tom Giddins; Albert Wilhite, stock clerk; H. L. Evans, order department; Julia Wharton; "Ben" Clarkson, in charge of sales; Marie Johnson; C. Skove, manager; Grace Sample; Agnes Gordon; Mrs. W. A. Springall; Andrew Anderson; C. H. Kitterman, credit department; "Joe" Schieberl, and Eugene Wilson.

No. PT

Safety in use is the important reason for selecting porcelain socket caps and bodies. Porcelain is a perfect insulator—will not absorb water.

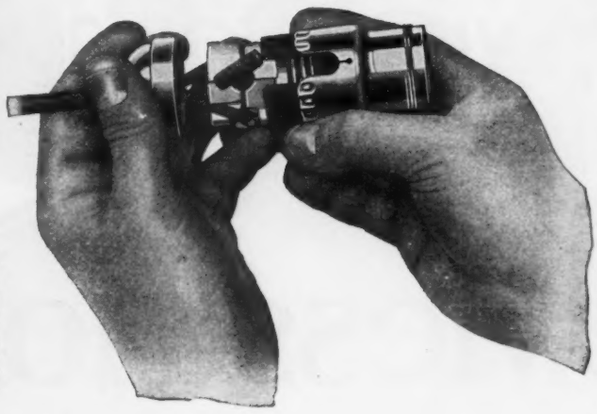
The Standard of Socket values—Bryant

No. 75

Bryant porcelain interchangeable sockets are safe—no exposed metal, except threaded bushings for connecting to pipe and fittings and chains in pull sockets.

Nos. 430, OD61 (Old No. 431) and 432

This Bryant "D. D." Disappearing Door Flush Receptacle Plate and Plug is durably built to last for many years without attention. It has porcelain cup with stamped brass plate as illustrated.



Bryant No. AA-13 standard socket is representative in service and long life of the most complete line of socket devices ever made. There is a practical fitting for every electrical wiring use.

No. 65024

Here is a standard built pull chain socket that screws into any regular key or keyless socket, providing the added convenience of pull control.

No. 674

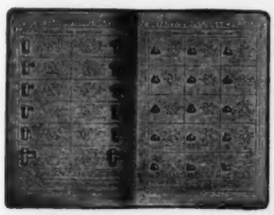
These unit wall brackets are inexpensive, easy to install and can be ordered in various combinations. No. 674 is furnished assembled, ready to wire.

The Standard of Socket Values—Bryant

A study of this socket body—the size, shape, proportions, manner of sealing, weight and grade of metal in its separate parts, the type of shell, cap and insulation, give the reasons for its long life and service with no maintenance cost. It is the cheapest socket because we build it the best.

Bryant catalogues illustrating and carefully describing our complete line of over 4000 wiring devices are planned that you may order quickly, conveniently just the sockets, switches or other accessories that you want.

Dealers Know the Value of Practical Experience



4,000 Wiring Devices

There are four thousand different Bryant and Perkins wiring devices, and all are listed in our general catalogue.

It is, after all the installer, the electrician, the man with the screwdriver who does the actual work of connecting wiring devices and their maintenance that appreciate the dependability—the efficiency, and therefore the economy, of Bryant "Superior Wiring Devices."

In each of this series of advertisements we plan to tell you something of the reasons for this superiority in details of manufacture, in advantages of assembly, and in ease and permanency of installation.

To The Dealer

The intelligent dealer knows that the work of installing and maintaining Bryant "Superior Wiring Devices" is negligible and this naturally means steady sales and increased profit.

Dealers throughout the world in increasing numbers are realizing the advantages and steady profits in selling Bryant quality "Superior Wiring Devices."

A few Items from our Catalogue Index showing completeness of the Bryant line of Superior Wiring Devices.

ATTACHMENT PLUGS AND PARTS
- Bodies
- Bayonet Base Composition Porcelain

CAPS
- Attachment Plug, "Junior"
- Attachment Plug, "Spartan"
- Plug Receptacle, "New Wrinkle"

SOCKETS
- Mogul, Porcelain "New Wrinkle"
- Porcelain With Side Entrance Bushings "Wrinklet"

SWITCH
- "New Wrinkle"

PLATES, FLUSH
- Bell Push-Button
- Blank
- Bull's Eye Receptacle: Combination "D.D."
- Heavy Duty

PLATES, FLUSH—(Cont.)
- Special Switch, Push
- Switch, Rotary
- Switch, Tumbler
- Telephone "Templus" (composition)

SWITCHES
- Automatic Battery, Push
- Canopy
- Ceiling, "New Wrinkle"
- Door
- Door, Marine (watertight)
- Electrolier
- Entrance Knife, Baby Lock
- Outlet Box Panel
- Pendent, Types and Wall
- Pull, "New Wrinkle"
- Push, Flush
- Push, Momentary Contact Range
- Rotary, Flush
- Rotary, Marine
- Straight-through
- Surface, Heater Control
- Surface, Rotary
- Tumbler, Flush

BRYANT SUPERIOR WIRING DEVICES

BRYANT *the Complete Line of Electric Wiring Devices*

THE BRYANT ELECTRIC COMPANY

1421 State Street, Bridgeport, Conn.

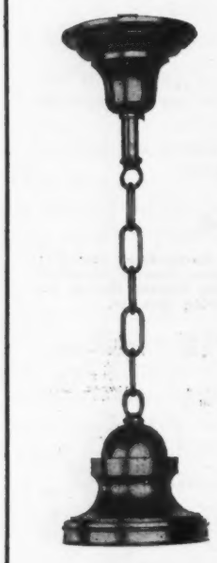
BRYANT SUPERIOR WIRING DEVICES

NEW YORK, 342 Madison Ave. **CHICAGO, 844 West Adams St.** **SAN FRANCISCO, 149 New Montgomery St.**

The largest plant in the world devoted exclusively to the manufacturer of Electrical Wiring Devices

Pronounced ONLY

"Onli" SAFETY Screwless Holder



PH
Standard Pendant

F P
Ornamental Pendant

104 C
Standard Ceiling

F C
Ornamental Ceiling

5 SECONDS!

TO REMOVE OR INSTALL ANY GLOBE

The "ONLI" is the original **Screwless** holder.

The large illustration opposite shows clearly its simplicity of operaton.

Only one motion to remove or install any globe—as easy as opening your order book. So easy, in fact, that jobbers' salesmen everywhere are clamoring to carry it.

See our ads for illustrations of installations in February and March Electrical Record—then wire or write us and we will see that you are fully informed on the fastest selling commercial lighting fixture essential on the market.

SPECIFICATIONS

No.	Size, in.	Ceiling diameter, in.	Finish	Code
PH4	4	.....	Statuary Bronze or Brushed Brass	Dad
PH5	5	.....		Dame
PH6	6	.....		Daddy
PH8	8	.....		Date
104C	4	6½	Statuary Bronze or Brushed Brass	Dare
105C	5	7¼		Dank
106C	6	7¼		Darky
108C	8	8¾		Daisy
FP4	4	.....	Statuary Bronze and Gold Ornaments	Durk
FP6	6	.....		Duroy
FP8	8	.....		Dust
FC104	4	7¼	Statuary Bronze and Gold Ornaments	Dory
FC106	6	8		Durpit
FC108	8	9		Dull

Length over all (**PH** and **FP**) 36 inches

THE PERFECLITE COMPANY
1457 EAST FORTIETH STREET

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

THE ONLI SAFETY WAY TO REMOVE ANY GLOBE

PATENTED
THE PERFECLITE CO
NOTE HOW GRAVITY CLIPS SWING OUT WHEN LOCKING RING IS REMOVED
1ST SUPPORT THE GLOBE
THEN LIFT THE RING

PATENTED
Any infringements will be vigorously prosecuted.
The Perfeclite Co.

PATENTED
Any infringments will be vigorously prosecuted.
The Perfeclite Co.

THE PERFECLITE COMPANY
CLEVELAND, OHIO

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

Duke Does Denver and the Southwest

Dear Phil:

The only buffaloes in Denver is on Uncle Sam's nickels and all the Indians is college graduates and oil magnates. There hasn't been no bad-man duels since Snake Andrews poured water in Bill Hickok's liquor. Of course they have a few bandits, but the Denver police claim they was all from Chicago. I stuck around the mint three days waiting to see a robbery, but nobody showed up.

If nobody told you there was a mint in Denver you would know it by the silver dollars they slip you. Whichever pants pocket you carry your money in, that leg will stretch a inch a week from the weight. One fellow tried carrying 'em in a money-belt and he had fallen arches in two days. Now I know where "passing the buck" originated—in Denver. Fast as you pass out the cartwheels, back they come; it's a great game and everyone likes it. It's fine for the tailors, as the price of mending a pants' pocket has gone up to $1.25.

Speaking of prices, I looked at some real cow puncher accessories in a window. How's this—a good two-gallon hat costs $75, chaps $150, a pair of spurs $37.50 and a saddle $350. And right next to that place is a yard full of used Fords at $50 apiece. That's what Bill Hart and Tom Mix did to the Wild West market.

The sun shines on Denver 359 days in the year and if you're health failed you could come out here till you're forty and then go in the ring. Also you got nice level streets and prairie roads to speed on and if you're chased, why there's the mountains close by where you can escape.

Well, to get to the jobbers and electrical matters, Denver is up-and-at-'em and hitting on all six. The volume is 10 times what it was a few years ago and nobody's kicking, in spite of the keen competition. A jobber's salesman has to cover a lot of ground here, but he don't find four ahead of him—one with the buyer and three asleep on the bench, like we do in the East.

My first call was Graybar Electric and there was A. C. Cornell, manager, looking and acting about the same as he did in 1911, the last time I saw him. Those days he was on the Western Electric. St. Louis, ball team. I remember he hated to have anyone steal a base he was guarding, and spikes or no spikes, he would block you off the bag. The Graybar building is at 1501 18th St. You already have the news about "Tony" Slack trading Wyoming to L. E. Bruce for Denver. I missed getting a picture of Emil Nelson, the new city salesman, but got all the rest, including L. E. Merriwether. And wait till you see the girls' picture! (Kansas City, look out!) Also, Graybar has a great basketball team in connection with the telephone department.

Over at the Mine & Smelter Supply Co. Arthur E. Bacon is manager of the electrical department and has a fine bunch with him. Ray Bowes is kept right on the job as usual. Clarence Carter has a brother representing Economy in Nashville. The only outside men on deck were Bob Charbonnel and R. D. Hightshoe. George Eastom is a newcomer in the office and he says it's the fastest game he ever played.

J. J. Cooper at Mountain Electric had no news or changes to announce, but sends his regards to you, and, like the rest of the Denver jobbers, is well pleased with business and future prospects.

The Poindexter Supply Co. is now the Poindexter Electric Co., name and personnel having changed since the death of A. M. Poindexter. Charles J. Richard is president and manager. Mrs. L. W. Poindexter is secretary-treasurer. She is a former St. Louisan, but is now, of course, a confirmed Denverite. This company is now at 1625 Tremont St.

Here's a good one, chief: Neil Youngster is an old-timer with the Hendrie & Bolthoff Mfg. & Supply Co. Send that to Richard Henry Little and if he don"t print it we'll tell Helen Henna how he carried on in Honolulu. J. C. Davidson, manager of H. & B.'s electrical department, said to get a story from Jerry Gervick because he's a globe-trotter himself, or was. But Jerry was taking care of a whole squad of customers and making them like it.

B. C. Watts, well and contented after 20 years in Denver, said he was glad to see a former Manhattan peddler and talked a lot about Clarke Methot and F. M. Pierce. B. C. was all happied up because of Clarke getting married. That's all right for him—he didn't lose no box of cigars on it. Besides, he's a bachelor himself.

W. H. Lawrence, president of the New England Electric Co., used to sell on the road and can tell some great stories about the days when "sal" and batteries occupied the position now held by wire, pipe and porcelain. Next to the jobbing business he likes touring best. He has taken on the Herwig line recently.

President Douden of the Globe Electric Supply Co. was in the East

(*Turn to Page* 37)

The Globe Electric Supply Co., Denver, Colo. Left to right: Evelyn Siegfried; W. J. Aulsebrook, "Servel" specialist; Mildred Mulford; F. D. Rakow, service; H. J. Alcorn, salesmen, and H. G. Overbeck, assistant manager. Here's their yell: Hobbe-gobble, who are we?—One—eight—four—three!—Wazee, Wazee.—Denver, Denver, Denver.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

Elliptical Angle Reflector Socket
For Lighting from the Side

BENJAMIN Reflector

Published in the interest of a more complete fellowship with Jobbers' Salesmen everywhere by the Benjamin Electric Mfg. Co.

Type R R Threaded Equipment
For Heavy Duty

Chicago, March, 1926

Benjamin Holds Sales and Advertising Conference

Last month the organization held a three-days sales and advertising conference at the main office at 120-128 South Sangamon street, Chicago. The meeting was attended by the executive officers of the company, the managers of the sales divisions, and the heads of the engineering, production and advertising departments.

An extensive and aggressive sales and advertising program for the whole fiscal year beginning April 1 was outlined. An advertising schedule including the use of a wide range of technical, industrial business and class publications, national magazines and newspapers, was formulated. In addition to their publication advertising many other forms of sales promotion will be employed and a number of campaigns covering various Benjamin products will be available for central stations, jobbers, dealers and other sales intermediaries.

Mr. B. G. Kodjbanoff, manager of sales in the Eastern Division, with Mr. R. S. Iremonger, came from New York, and Miles F. Steel, manager of sales, Pacific Coast Division, came from San Francisco to attend the conference. Mr. C. B. Harlow, manager of sales, Central Division, is resident in Chicago.

Wahn Company Gives Merchandising Show

The George H. Wahn Company, 69 High Street, Boston, Mass., put on a merchandising show last month in connection with the National Lamp Works of the General Electric Co., at the Hotel Brunswick, last month.

A dinner, entertainment and play were staged for the benefit of some 125 dealers.

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The Atwater-Kent Company uses Benjamin lighting equipment throughout their entire new plant. This covers fifteen acres just out of Fern Hill Park in the lower part of Germantown, Philadelphia. This lighting system is designed to provide from six to twelve foot candles in manufacturing areas.

Electrical Jobber Leases Theatre Building for Retail Store

The Louis D. Rubin Electrical Company, Charleston, S. C., has leased the Princess Theater Building at 304 King street and will remodel it for a high class electrical and radio store.

Several departments will be operated in the store, one of these being for portables, a second for lamps, a third for radio apparatus. An appliance department, a novelty electrical goods department, sales department for wiring devices and a motor rewinding department will be others. In order to increase promptness in service, the company will use an entrance on Society street so as to minimize interference with the retailing departments.

The booth for moving picture machines and the large mirror screen will be held so that from time to time pictures relating to electrical goods and demonstrations can be shown. Mr. Rubin said that this will be featured in due course.

Officers of the Louis D. Rubin Electrical Company include. President, Louis D. Rubin; vice president, W. P. Montague; secretary, Edward R. North; treasurer, Louis D. Rubin.

Derry Plans a Show Case Lighting Campaign for Cincinnati

H. W. Derry, sales manager of the Electric Department of the Union Gas & Electric Company, Cincinnati, is at it again. In connection with the company's commercial lighting activities during March he is planning a vigorous Show Case Lighting campaign.

Mr. Derry made a notable record in connection with the national Industrial Lighting activity and will continue his efforts along that line. Show Case

(Turn to page 4 please)

Here is another of those "No Dark Hours" buildings. It is in the machine shop of the Continental Gin Company, at Birmingham, Ala. Note how splendidly the engineers and builders, The H. K. Ferguson Company, Cleveland, Ohio, have provided for both natural daylight and artificial illumination. In the new plant of the Continental Gin Company, twenty-five hundred Benjamin reflectors have been installed.

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The Benjamin Reflector

"Go Getters" Strive Hard for the Industrial Lighting Activity Championship

Cincinnati Sends in a Great Report—Chairman Derry Doing a Real Job—Chicago, Pittsburgh, Omaha, the Middle Atlantic Division and Other Sections Very Active

March 1 was officially set as the date for the race for the championship of the National Industrial Lighting activity to end. However, interest in better factory lighting has been aroused to such an extent that while the record as of that date will nominate the technical winners, practically every community will continue its efforts and the ultimate returns will be coming in for a long time. Indeed, a number of communities, catching the fever and inspired by the results already realized in many places have just entered into the activity and without any reference to the championship race are out in the field building up a nice quota of new business from many unexpected quarters.

Cincinnati Makes Progress

The Cincinnati "go-getters," after the holiday recess, went out on a hot trail and spotted a lot of new business. The last report showed 866 calls, 330 sales, 7,337 units, 1,207,236 watts increase, 40 layouts made, 13 trial installations, 102 pending.

Chicago Does a Good Job

Latest reports from Mr. E. D. Tillson, chairman of the executive committee of the Chicago Industrial Lighting Committee, indicates a very material result in the way of better industrial lighting, sale of equipment and increase in central station load.

Over 4,000 industrial plants were circularized several times and by March 1, some 24,000 broadsides will have been mailed. In the way of direct results something like 30,000 reflectors have been sold and it is estimated that an increase of 2,500 kilowatts will be effected. During the activity cash prizes were made to the jobbers salesmen bringing in the highest individual order for reflectors from any Chicago factory from November 1 to January 1 inclusive. First prize was won by Mr. Al Olsen, of the Central Electric Company on a sale of 969 units to the Oscar Heineman Company. Second prize was won by Mr. Jack Quick, of the Graybar Electric Company, on a sale of 581 reflectors to Swift & Company. Other contestants showed individual sales of from 50 to 475 units.

The Chicago Industrial Lighting Committee will discontinue its organized activity on March 1, and the work will be taken over by the Electric Association. Field men will be employed and the electric light and power company, jobbers, contractors and manufacturers interested will combine their efforts under the direction of the Board of Directors and R. Bourke Corcoran, manager of the association.

An Executive Session of the Chicago Industrial Lighting Committee. Some of the Tillson Light Brigade that has been making darkness visible in Chicago for the last several months. Reading from left to right they are: Standing, Rear row—Will Overbaugh, H. W. Olcott, Illinois Committee on Public Utility Information; S. W. Thompson, Commonwealth Edison Company; Walter R. Collins, Secretary, Electrical Contractors Association of the City of Chicago; R. Bourke Corcoran, Manager, The Electric Association; F. H. Glass, Central Electric Company; C. B. Harlow, Manager, Central Sales Division, Benjamin Electric Mfg. Company; Burch Addington, Benjamin Electric Mfg. Company; A. J. Chapman, Electric Development and Supply Company; Frank Hagerman, Sales Manager, Electric Appliance Company; Carl Fitzpatrick, Paul Kauffman, Commonwealth Edison Company. Seated—Joseph Fritz, Commonwealth Edison Company; C. A. Dostal, Manager Western Division, Westinghouse Lamp Company; E. J. Tillson, Chairman and Ninety-eight per cent of the Committee; August H. Meyer, Bryan-Marsh Lamp Division; T. H. Brooke, Illinois Electric Company; E. J. Teberg, Public Service Company of Northern Illinois; Sam Hibben, Westinghouse Lamp Company; John Hackley, Holophane Company; Mr. Carl, Westinghouse Lamp Company; D. H. Howard, Director of Advertising, Commonwealth Edison Company; Oliver Hogue, Commonwealth Edison Company, Chairman of Great Lakes Geographic Division.

Consumers Power Company Covers Big Area

In a territory, widely scattered and covering an area of 24,000 square miles, including 1,925 cities and towns, the Consumers Power Company, Jackson, Mich., covered a total of 2,200 prospects with bulletins, broadsides, surveys, etc., with a generous use also of newspaper display advertising.

The results to date have been highly satisfactory. Quoting from an advance proof of an article by Mr. J. F. Mayo, Illuminating Engineer of the Consumers Power Company, which will appear in the March issue of *Electric Light & Power*, we find "The industrial business secured by this department for the first eight months of 1925 was 41 installations with a total increase in connected load of 234 kilowatts. In only one-half that time—in the four months following, with the campaign in effect—42 installations were sold with a load increase of 635 kilowatts. This again emphasizes the success of the campaign; its effectiveness is further strengthened by the fact that the 271 per cent increase in load is shown in the above analysis, was secured with the same organization and with no increase in man-power."

Mr. Mayo also states that they are looking forward to further increases and it is expected that the bogie set at the

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The Benjamin Reflector

beginning of the campaign will be exceeded which will mean the relighting of 100 or more plants and the addition of 1,500 to 1,800 kilowatts to the system.

New York & Queens Electric Light and Power Company Makes Many Additions

The New York & Queens Electric Light and Power Company, having a very fertile industrial territory, realized the possibility of the Industrial Lighting Campaign and a survey was made in and about its territory to determine the number of poorly illuminated factories. They finally decided upon a list of 500 selected names who were mailed three sets of broadsides and the booklet entitled, "Better Factory Lighting Pays" at different intervals.

"From the first set of broadsides," says Mr. Charles D. Poey, Industrial Sales Engineer, "a return of 13 was received requesting a representative to call. From the second set of broadsides they received a return of 23, and from the third set of broadsides 11 were received, making a total of 47 returns from the three sets of broadsides mailed within one week of each other.

"On October 24, 500 letters as suggested in the plan book together with 500 booklets entitled, 'Better Factory Lighting Pays' were mailed. From this we received a return of 29, making the total number of returns 76. Of the 76 returns followed up, 68 requested lighting layouts and eight were not interested at that time. Of the 68 layouts completed, 42 were finished in 28 working days, nine were completed in 32 working days, leaving 17 jobs uncompleted, on November 21. Of these 17 uncompleted jobs, six have been completed during the month of December, leaving 11 jobs uncompleted out of the original 500. A few of these jobs have shown that the kilowatt load of one was increased from two to nine kilowatts, another from 13 to 27, a third from 0.5 to 32 and the fourth from 27 to 39, showing that an increase of practically 50 per cent in connected load and in kilowatt-hour consumption could be affected.

"Realizing that this trial case was indeed a success, this company is now planning to circularize all its industrial consumers for if 50 per cent in connected load and kilowatt-hour consumption can be thus affected, it is indeed evident that the financial gain will be enormous.

"Lighting is a good part of an electric service company's load and it cannot be neglected. Electric companies throughout the country now seem to be widely interested in the different lighting campaigns and different ways to increase the connected load through the proper use of light. No doubt a reaction will be affected from this campaign as was felt by all in the electric industry from the Lighting Educational Contest during 1924."

Other Important Activities

Mr. J. H. Haulenbeck, Illuminating Engineer of the Kingston Gas & Electric Company, Kingston, N. Y., reports a number of trial installations with a considerable addition in the way of reflectors and connected load.

Mr. H. W. Cameron, Sales Manager of the Nashville Railway & Light Company, Nashville, Tenn., advises us that they have secured a great many prospects which look favorable for closing in the near future. In their campaign he has found Benjamin cooperation as being helpful.

Mr. Wm. J. Berryman, Manager of the Electrical Department of the Mine and Smelter Supply Company, Salt Lake City, Utah, has secured many prospects and in connection with these is using the Benjamin booklet, "Correct Illumination," very effectively.

Mr. J. D. Todd, Manager of the Missouri Valley Electric Company, Kansas City, Mo., is using the Benjamin campaign and is distributing a number of the booklets on "Correct Illumination."

The Graybar Electric Company, Chicago, Ill., will conduct a Benjamin Industrial Lighting Campaign beginning March 1, under the direction of Mr. R. C. Kinney, Lighting Specialist, to go to 7,600 industrial plants in Chicago.

Mr. Charles D. Poey, Industrial Sales Engineer of the New York & Queens Light and Power Co., Long Island City, N. Y., has taken an active and effective part in the Industrial Lighting Campaign. In another item on this page we are pleased to record some of the accomplishments of Mr. Poey's organization in making a material contribution to the cause and use of better industrial lighting.

Mr. R. J. Ambler, lighting specialist of the Graybar Electric Co., Inc., at Atlanta, Ga., has recently come down from the Northern Electric Company, at Montreal, Canada. Mr. Ambler is one of the most widely traveled and best known men in the business. During the past three years, before going to Montreal, he held important positions in the New York City and Chicago offices of the Western Electric Company.

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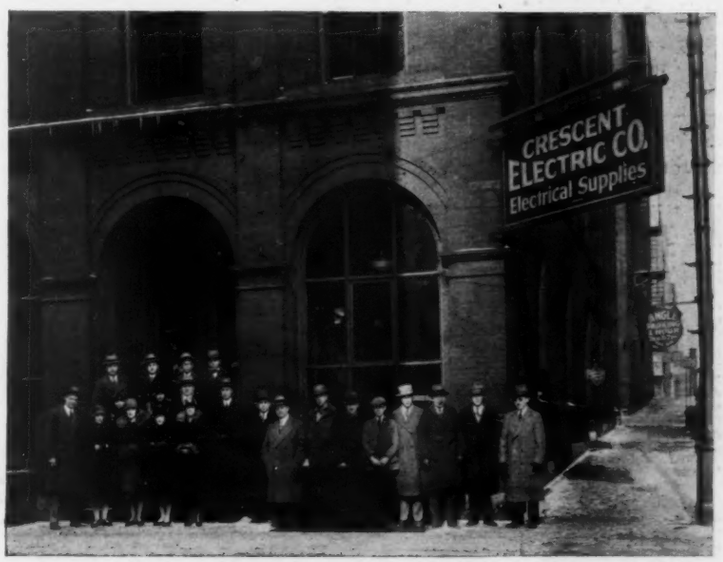
The Graybar Electric Company, Inc., Dallas, Tex., branch, publishes a fine illustrated monthly called The Illuminator. Mr. S. Zerches, manager, makes The Illuminator one of his many pet activities and he certainly does a good job of it.



Here is the office building and part of the staff of the Crescent Electric Co., of Detroit, Mich. We wish we could have had a close up, but the photographer would have it that the big label on the corner of the building was the point of focus or locus or something, anyway that had to go in the picture. So get out your reading glasses and look closely. The left side of the picture is particularly worth while. Reading from left to right they are: Front row—M. T. Green, Secretary and Treasurer; Miss B. A. Wilson, Office Manager; Miss Wickwire, Miss Michaels, Miss La Mond; H. C. Clarke, President and Sales Manager; J. B. Folsom, Order Dept.; R. E. Bentley, Salesman. Alfred Gillisch, Order Clerk; Frank Gillisch, Order Clerk; Larry Wardrop, Errand Boy; Louis Rau, Order Clerk; Leo Moore, Order Clerk. Johnny Smith, Shipping Clerk; Charles Liebat, Salesman. Second Row—Mrs. Spencer, Mrs. Lyons, D. L. Fife, Purchasing Agent and Salesman. Third Row—James Lange, Store Manager; R. A. Smith, Assistant Sales Manager; F. E. Schoff, Salesman; William Rau, Order Clerk.

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The Benjamin Reflector

lighting presents a great opportunity for the dental station. A well lighted show case stops the passerby and stirs the buying impulse. It is one of the greatest assets a store may possess.

Cincinnati is a live town with many fine stores. We predict that when Mr. Derry gets going a lot of Cincinnati people are going to do less wondering, more looking and more buying.

Benjamin Radio Products Win High Acclaim

DX Fans, Editors, Testing Laboratories and Trans-Atlantic Listeners Send in Their Good Opinions

Says the New UX Push Type Socket is the Best of Them All.

Mr. G. Little, Editor of Radio Merchandising, says: "It is a long time since I have used anything but Benjamin sockets, and certainly this new one (the Push Type) is the finest of them all."

New "Leheless" Transformers Uniformly Good

Mr. F. A. Hill, Associate Editor of Radio Age, tested the new "Leheless" transformers for tuned radio frequency circuits. He says he finds them uniformly good, and "they should be especially of interest to the set builder or the set owner who has had difficulty in the critical angle at which coils have heretofore been mounted. The mechanical arrangement of the terminals and of the coil is such that it permits very simple layout on the base board, and at the same time shortens considerably the high potential leads.

Condensers and Coils Wonderfully Selective

Mr. E. E. Cordrey, head of the Science Department, State Teachers College, Conway, Ark., writes an interesting and enthusiastic letter. Among other things, he says:

"Using your coils and your condensers one of my students assembled a tuned radio frequency receiving set. On February 12, Mr. Hal Talley, the student who built the set, demonstrated the set before a group of the students in the radio laboratory of the Arkansas State Teachers College. In our laboratory we tested the operation of the set with no audio amplification, with ordinary transformer amplification, with an impedance coupled amplifier and with a resistance coupled amplifier.

"The results we obtained were more than we expected. Volume obtained with the set is good and the quality is excellent. However, after witnessing the operation of the set, it seems to me that the best thing about it is its selectivity. I attribute this wonderful degree of selectivity to the efficiency of both your condensers and your coils."

Hears Vienna, Austria, in Chicago and Gives Credit to Benjamin Coils

Mr. George Martin Klaw, 5535 So. Honore St., Chicago, writes as follows:

"Using your Tuned Radio Frequency Low Loss Coils the writer has successfully heard station ORV, Vienna, Austria, on 530 meters. I have tried many coils, but your low loss coil takes first prize.

"Vienna, Austria, came in clear and loud, although at times it faded away, but I heard the announcer say, 'This is station O R V, Vienna, broadcasting for our friends across the sea.' Even their band selections were clear and loud.

"I am sure that the success I had in getting Europe is due solely to your coils, as they sure are there when volume and selectivity are desired."

Later, Mr. Klaw informed us that the report had been unified by the Chicago Tribune, and he writes in addition:

"I honestly believe my reception of Station ORV, at Vienna, Austria, was due to your coils. I have used many coils but your low loss coils are the best. If I am not mistaken, very few radio listeners in Chicago heard Europe."

Radio Manufacturing Laboratory Strong Advocate of Cle-Ra-Tone Sockets

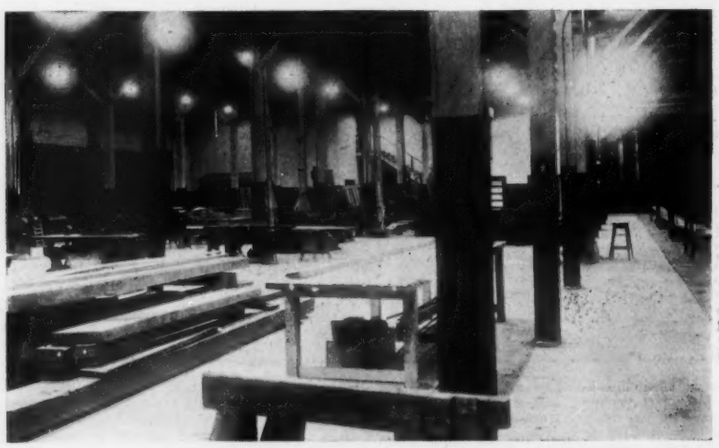
Mr. J. Monroe, of the Monroe Radio Manufacturing Laboratories, New York City, received a set of the new Push type Cle-Ra-Tone sockets and was moved mightily. He says, in part, in a recent letter:

"We are wiring up some new models of the Radio Broadcast Aristocrat.* * * We figured as we were very much taken up by the model socket we would take you at your word, and do a good turn at the same time.

"The writer purchased seven of the new type sockets and used them in the two sample sets that were wired for the Radio Broadcast.

"Our main work is the designing, wiring and testing of sets for the magazines, some of the many manufacturers of five tube radio frequency type sets, and we do a large custom business in the wiring of special sets for the public.

"We have been pulling for the Benjamin UX socket first, last and always, because it is the finest of its type on the market at the present writing and as our advertising motto is 'Only the Best,' we have been using this socket and advising its use, ever since we have seen it."



A Benjamin Industrial Lighting Installation in the woodworking section of the coach shop of the Texas & Pacific Railway Company at Marshall, Texas. This view shows mainly the R L M equipment for general lighting. A feature of the coach shop illumination is the installation of Benjamin Parabolites, and we will have a good picture of this soon. The installation has attracted a lot of favorable attention, and was put in under the direction of Mr. F. G. Shaw, architect of the Texas & Pacific Railway Company.

Inter-Office Gossip

Mr. J. S. Patrick, who covers the New England territory for Benjamin, was one of the speakers at a recent meeting of the sales agents of the Graybar Electric Co., held at the Hotel Arlington, Boston, Mass.

Mr. W. A. Gale, for quite some time active in the Indiana territory has moved to Cincinnati, and is now located at 3649 Amberson Ave. Mr. E. T. Rees, who has recently taken over the Indiana and Kentucky territory, has established headquarters at Evansville and can be reached at Box 431.

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(*Continued from page* 32)

on a trip, but we had a good time taking a picture, H. G. Overbeck, assistant manager, doing the honors. This company is "Servel" distributor now. W. J. Aulsebrook is the company specialist on this line. Also "Servel" has an office in the Gas & Electric building.

I can't go into details about Denver's wide-awake Electrical League, but must say Sid Bishop, executive manager, is doing a wonderful job and all interests are working together. Sid not only handles campaigns and publicity, but actually clinches sales, especially on lighting. He has an able assistant in George Bahewell, Jr., and we will hear more from them later.

* * *

Ensign Electric Building Solidly

In electrical jobbing, as in any other line of business, there is always a definite place for those who "play the game" along ethical lines, no matter what the size of the concern. The Ensign Electric Co. of Minneapolis is going along without an effort to set the world on fire, but in the belief that if it has a good line of merchandise to offer and if it "tends to its knitting" in the matter of personal service to its customers, a reasonably well-trodden path will be beaten to its door.

D. P. Ensign started the business a little over three years ago with small cash capital, but with an excellent personal following among the trade. Within the year its quarters at 301 S. Third St. have been remodeled and a nice stock of supplies displayed and kept up to date. The business has shown a constant growth and reached substantial proportions almost wholly through the efforts of Mr. Ensign himself. However, one salesman, R. J. Moudry, was added a few months ago, while H. B. Bolmgren has assumed responsibility on the inside work.

Mr. Ensign can account for 23 years of experience in the electrical jobbing business in the Minneapolis territory. He was with the old Northern Electric Co., with Peerless, and for a time with the Roberts-Hamilton Co. (plumbing and heating). The territory that he covers is confined to Minneapolis, with some 25 out-of-town customers. He specializes in the contractor-dealer trade. Among his lines are Westinghouse lamps, Arrow wiring devices, Johns-Pratt and Trumbull-Vanderpoel products, Rome wire, etc. He is a salesman himself and probably always will be for the love of it.

* * *

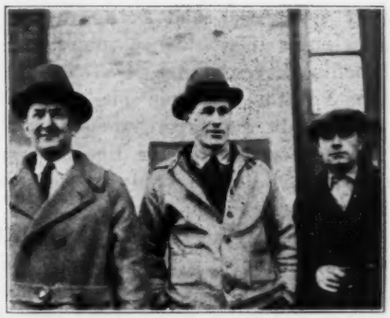
Northland's Unique Sales Conference

A sales conference, quite out of the ordinary, was held by the Northland Electric Supply Co., of Minneapolis, Minn., on February 11, 12, and 13. D. E. Ford, vice-president and general manager of the company, decided this year that a great deal might be gained by reversing the general routine, so instead of having factory representatives make talks he assigned subjects to each and every one in the sales department, which subjects were of vital interest to the organization as a whole. It was unique, inasmuch as the salesmen did most of the talking that is, they made set speeches on subjects assigned to them.

The first day of the conference was devoted entirely to going through the salesman's catalogs, checking each and every sheet and discussing the different lines of merchandise, so the house could get the salesmen's viewpoint on all lines they handle. This was very instructive to the salesmen, as well as the purchasing department and the organization as a whole.

Some idea of the extent of the program can be gathered from the following list of men and their subjects:

F. A. Rossel—"How I sell without quoting prices and get customers to send in mail orders"; W. H. Kimmel—"Why small towns are most profitable than large ones—How I find these small towns on the map"; W. R. Thompson—"Williamson Fixtures and Jefferson Glassware"; S. E. Calhoun



Graybar Electric, Denver, Colo., presents for inspection three of its most promising, not to say good looking, hustlers in Frank Faulkner, (left) Arthur Cerasa, (center) and George Grubb, (right).

—"How a salesman can utilize his time to produce more sales"; E. J. Berray—"How can I get more co-operation from the house to help me build up my sales?"; Parker Simons—"How can our salesmen help the 'Customers' Service Department' give better service to our customers"; I. Joslyn—"Does patience and perservance help a salesman's sales?"; O. H. Bakke—"How I help my dealers to do more merchandising"; L. C. Sarles—"How I find new accounts to increase my sales"; Robert Jude—"How house and salesmen can cooperate to get the most profit and hold their customers".

In addition to the above talks given by the salesmen there was an informal discussion after each talk, in which each salesman was called upon to tell those points of the talk which interested him the most, and in some cases added other things that were of interest to all concerned.

The credit department was represented in portions of the meetings to tie that department in with the sales department.

Mr. Ford advises that the sales conference was a huge success, the best

Left: L. E. Merriwether and A. T. (Tony) Slack, both salesmen for the Graybar Electric Co., Denver, Colo. We have another one of "Tony" saying his prayers but it's sure death if we use it. Right: A. C. Cornell, manager of Graybar, Denver, with Jesse Hageman, credit manager (center) and H. W. Dye, stores manager. This picture was taken on one of those cloudy Denver days that nearly blind you.

they have ever had both from the standpoint of attendance, interest and benefits derived; and it seems that the Northland people ought to be given credit for starting something altogether original in the line of sales conferences, and probably the idea is likely to spread.

On Saturday night there was a well attended banquet at which every employe of the company, with the families of the married men were invited to attend. The program was furnished by a committee of employes, and among other things was mind reading by W. R. Thompson who acted as "Madame Za Za" with Parker Simons acting as the professor. Parody songs on different salesmen and the organization were sung by Miss Colette O'Brien and Miss Vern Mortensen, after which dancing was indulged in until closing.

* * *

B-R Sales Conference Successful

The sales conference held by the B-R Electric Co., Kansas City, Mo., January 21 to 23, at the Kansas City Athletic Club met with the enthusiastic approval of all the road men present.

Among the manufacturers' representatives who attended the meeting were the following: J. O. Wetherbie, W. H. Colman, D. C. Becker, Frank F. Sengstock, F. W. Schweiding, General Electric Co.; E. E. Potter, F. E. Benson, H. F. Barnes, Edison Lamp Works; A. R. Beyer and E. H. Loveridge, Radio Corp. of America.

A banquet and entertainment was held the evening of January 22.

Harry C. Greer, sales manager of the Electric Appliance Co., Dallas, Tex. The photographer must have been afraid of Harry. He made none of his usual "funny?" comments when sending in this picture.

Ready to leave for home after a week of hard sales conference work—men of the Southwest General Electric Co. Left to right: C. S. Ewing, auditor, Dallas; D. N. Gaston, salesman, Waco; L. J. Locke, salesman, Tulsa, Okla.

* * *

Passing the Buck Costs Martin "Deer"

The jungle thickets around Kerrville, Texas used to be a fine place to shoot deer. But, alack and a couple of alases! on a certain day in January all the bucks and buckesses and the little fawnlets turned up their white tails and lit out for parts unknown as though Robin Hood was after them. And, here's the reason why they fled.

It seems that after two fruitless trips to Kerrville in search of deer, C. L. Martin, secretary and general manager of the Electric Appliance Co., Dallas, Texas, decided on a desperate move. He invited our friend Harry Greer, sales manager of the company to go with him on the third trip. Harry demurred. He had never shot deer, he said, and had no desire to absorb a stray bullet or be shirred into slaw by a wounded buck. However, Harry's courage has never been questioned and finally he was persuaded to tag along.

When they reached the forest, C. L. placed Harry at a very conspicuous place and left him there, on the theory that the sight of this new hunter in his gaudy trappings would scare all the deer back into C. L.'s path. Then with many a chuckle and backward glance, Martin led his other friend around a two-mile circle, waiting for the stampede.

To make a long story short Harry hadn't been in position 20 minutes when a beautiful eight-point buck crashed out of the thicket and set sail for Florida at about 75 per. Harry's first shot punctured the animal's gas tank and the second went smack through the carburetor. Mr. Venison B. Deer passed out before he hit the ground, and naturally Harry didn't exactly feel blue. No "buck ague" no flurry—bang! bang!—heap venison.

Of course, C. L. and his friend heard the shots and came running to tie up Harry's leg—they thought of course he'd shot himself. What they really found was one fine deer, *skinned, cleaned and hung up*, and Harry wiping the blood off his only tool—a common pocket-knife. Of course C. L. enjoyed the joke, but it is reported that his expression sounded like Moon Mullins when he catches Egypt with another fellow.

* * *

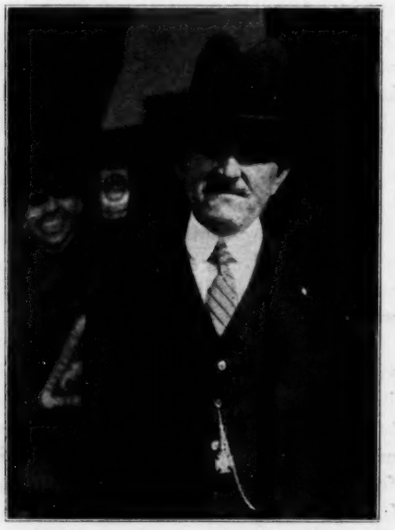
Engagement of Frank Bernardin

W. M. Watters, who represents Edwards & Co. in Kansas City territory, sent in some live news February 20 to the effect that F. M. Bernardin, president of the B-R Electric Co., Kansas City, has announced his engagement and will shortly announce the date of the wedding.

* * *

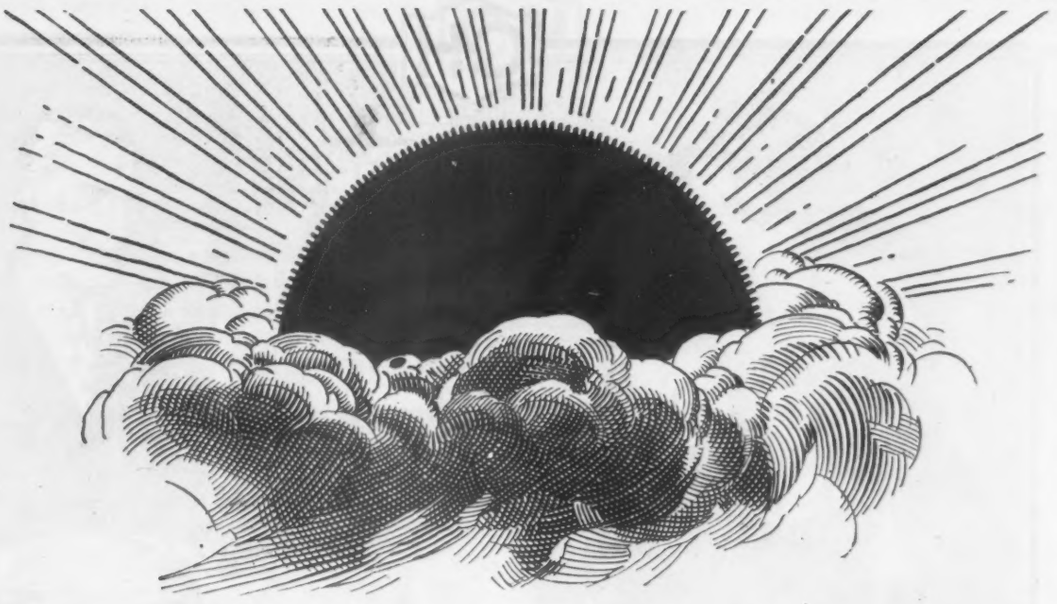
Johnson Heads Tri-City League

E. L. Johnson, manager Graybar Electric Co., Davenport, Ia., has been chosen president of the newly-formed Tri-City Electrical League, which embraces Davenport, Ia., and Moline and Rock Island, Ill.



Here is B. C. Watts of B. C. Watts & Co., Denver, Colo. Mr. Watts, who is a great friend of Clark Methot, was overjoyed at hearing of the latter's marriage.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."



There IS something new under the sun

The New and Approved

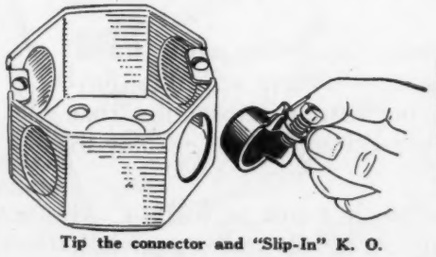
"T&B" "Slip-In" Box Connector

TRADE MARK

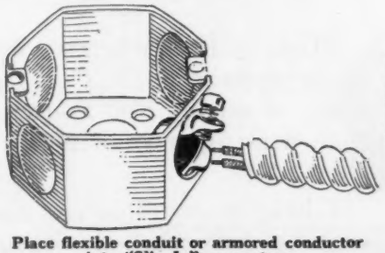
Catalogue No. A-1

Approved by the National Board of Underwriters

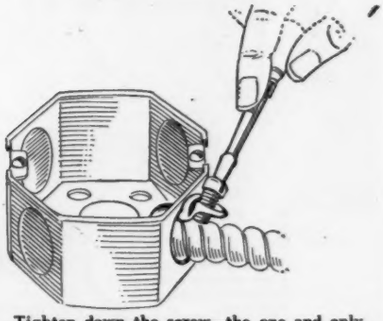
Study these pictures



Tip the connector and "Slip-In" K. O.



Place flexible conduit or armored conductor into "Slip-In" connector.



Tighten down the screw—the one and only operation.

SAVES YOU TIME AND MONEY

After years of experimenting and of practical testing The Thomas & Betts Co. now presents to the electrical trade a new and approved ⅜ inch connector which has the following features:—

1st. MADE IN ONE PIECE—there are no loose parts and there is no locknut to fuss with.

2nd. GIVES A SECURE DIRECT GROUND. The ground is so perfect and so strong, no amount of tugging can pull the cable out. The cable will break before you can destroy the connection.

3rd. JUST ONE OPERATION. To install tighten down the screw.

4th. SAVES YOU TIME AND MONEY. This connector is much quicker to install.

5th. GIVES YOU ASSURANCE—that you will not get a violation card from the inspector because of loose locknuts or poor ground.

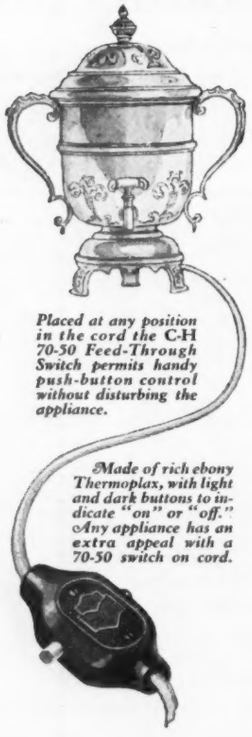
The "T & B" "Slip-In" Connector, Cat. No. A1—⅜ in. size, is designed to take No. 14W2, 12W2, 14W3 and 14-C, 14-P Cord.

Write to us for samples of the new "T & B" "Slip-In" Connector, catalogue No. A-1, or if your house has none in stock ask your sales manager to write for samples and prices—or phone our nearest representative.

THE THOMAS & BETTS CO.

63 VESEY STREET, NEW YORK CITY, N. Y.

10 HIGH STREET, BOSTON, Mass.



Placed at any position in the cord the C-H 70-50 Feed-Through Switch permits handy push-button control without disturbing the appliance.

Made of rich ebony Thermoplax, with light and dark buttons to indicate "on" or "off." Any appliance has an extra appeal with a 70-50 switch on cord.

Switches of Reputation Build Sales

High quality—when it is *known*—is a strong selling force. Switches bearing the C-H trademark carry a familiar emblem of quality and assured, permanent satisfaction that men making and selling electrical appliances employ to their profit.

Cheaper switches are made—but not as well. C-H switches today embody the highest development of switch design arrived at through a quarter century of research and manufacturing achievement. The workmanship and materials throughout are of studied perfection.

For the manufacturer or dealer selling electrical appliances the use of Cutler-Hammer Switches in conjunction is a positive sales boost. Quick acceptance through known quality follows through with the C-H trademark to build satisfaction and good will for the appliance with a Cutler-Hammer Switch.

CUTLER-HAMMER

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

C-H

Take advantage of these added profits

Experienced dealers know that real profit lies in extra sales. A customer at your counter *must* be in a buying mood—that's why he came into your store. *Extra* sales are made without adding materially to sales expense. That's why they are really profitable.

So when the appliance sale is closed, *then* is the moment to suggest a switch. It's comparative cost is trivial, and yet it adds so much convenience. Too, it eliminates burning of the appliance terminals—adds years of life to the new purchase.

Suggest a Switch with Every Appliance

Every appliance you sell ... be more satisfactorily equipped ... ent control. Most people ... rget it, until they ... emind ... dded ... eed ... id, ... as ...

Mr. Jobber's Salesman—
Cutler Hammer Switches are proven profit builders.
Dealers know it.
Such ads as this in the papers your customers read tell the story.
Follow it up for profitable orders.

Of ... taking ... tra items ... from the ... must serv ... tion—it m ...

C-H Sw ... esponsiblity. The ... everywhere—more than t ... are now in use.

When you ... always remember the C-H trade mark—so many appliances today are equipped with C-H Switches at the factory. The mark insures customer satisfaction; hence, yours.

THE CUTLER-HAMMER MFG. CO.
1213 St. Paul Ave.
MILWAUKEE, WISCONSIN

The C-H 70-51 Switch-Plug combines the switch mechanism and handy feed-through principle of the C-H 70-50 with the appliance plug. Convenient push-button control right at the appliance. The connector has universal terminals which fit all heating appliances. The casing is of heat-proof black Thermoplax, handsome in finish and of convenient design.

The C-H 70-53 Combination Pendant Switch and Receptacle is a real convenience where control of a ceiling light is needed and an outlet for appliances is required. The operation of the light is independent of and does not interfere with the operation of the appliance. Made of beautiful, black, heat-proof Thermoplax, the switch is of extremely neat appearance. It has a quick make-and-break switch mechanism of high capacity and will take the blades of all "Standard" attachment caps.

The C-H 70-40 Nickeled Feed-Through Switch is similar to the popular 70-50 but is finished in highly polished nickel to harmonize with all-nickel appliances. The switch mechanism is similar to that of the C-H 70-50, and light and dark buttons are provided to indicate whether the current is "Off" or "On." Attached near the appliance, it is a safeguard against burning the fingers.

The C-H 70-44 Three-Heat Switch is especially adaptable to heating pad applications where two circuits must be controlled. The shell is of brass, nickel-plated and highly polished. One button controls the "low" circuit, one the "medium" and the two pressed together give the "high" heat. One button is notched to make it easy to adjust heat in dark

Push Button Switches

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

GEORGE PIERSON, formerly salesman for the Belden Mfg. Co., Chicago, Ill., has been appointed to cover the southern Illinois territory for the Tay Sales Co., Chicago, Ill.

WM. MORRIS is a new salesman with the Greenfield Electric Supply Corp., Brooklyn, N. Y.

F. S. SMITH, formerly with the Electric Supply & Equipment Co., Wilkes-Barre, Pa., has joined the office force as manager of the price and quotation department for Holloway, Bentz and Co., Inc., New York, N. Y.

EDDY GAULIN and Carl Kummer have been employed by the Electric Supply and Equipment Co., Buffalo, N. Y., as salesman and counter man respectively.

LARRY HANDLEY, who previously traveled the "Kite" and San Diego territory for the Illinois Electric Co., Los Angeles, Calif., has been transferred to the purchasing department. George Settles has been transferred from the purchasing department to the sales force. R. P. Wakeman, formerly in the motor department, is now an outside salesman in the suburban territory.

FORD HADLEY is a new salesman with the Re Qua Electrical Supply Co., Inc., Rochester, N. Y.

J. R. BISBING is a new salesman taken on by the Rumsey Electric Co., Philadelphia, Pa.

A. R. MOORE will cover the Worcester territory for the Graybar Electric Co., Boston Mass.

L. A. SWEATT, who was formerly city salesman for the Myers Electric Supply Co., Los Angeles, Calif., has been appointed to take charge of the Eden Washing machine sales and service for the company.

CLARENCE LUCE has been added to the stores department of the Greenfield Electric Co., Baltimore, Md. Mr. Luce was at one time connected with the Graybar Electric Co.

PAUL H. COOK, formerly with the Independent Electric Co., Muskegon, Mich., has joined the sales organization of the Detroit Electric Co., Grand Rapids, Mich.

Mine & Smelter Supply Co. (electrical department), Denver, goes after business with this aggressive bunch (take the top row first): "Bob" Chaybonnel, city salesman; Linn Pratt; J. A. Wilson, credit manager; Margaret Ryan; Ray C. Bowes; Marie Davis; Clarence H. Carter. Front row: H. A. Fluckey; R. D. Hightshoe; H. J. Hankins; Arthur E. Bacon, manager electrical department, and George Eastom.

Here is L. F. (Lou) Philo, assistant general manager of Tel-Electric Co., Houston, Tex. This was taken right after he escaped from the doctor's clutches, but the verdict must have been O. K., judging from his peaceful expression.

LEON SIMMONS is a new city salesman for the Southern NewYork Elec-Elec'l Supply Co., Binghamton, N. Y.

J. A. BARR is now on the road in the capacity of salesman for the H. C. Roberts Electric Supply Co., Philadelphia, Pa. James Forsyth is a new salesman in the radio department and Jos. Kennerly is a new clerk in the shipping room. Wm. McNamee is also a new man in the radio department. Jack Bunn is succeeding Eddie Eckert as radio store man.

L. A. BARTLETT is traveling northeastern Oklahoma for the Dodge Electric Co., Tulsa, Okla. He is selling the full line, but on account of his experience is specializing in motors.

THEO. B. PAIGE, Graybar Electric Co., Inc., Houston, Tex., has been promoted to city salesman. His successor is C. S. Waddington, son of E. H. Waddington.

J. A. WRIGHT is now travelling for the Tel-Electric Co. Houston, Tex.

H. D. RODEN comes from the Southern Electric Co., Richmond, Va., to the Fulton Electric Co., Atlanta, Ga. He will cover the city trade.

H. W. (BUBBER) FITCH says "Home again". He has returned to the Florida Electrical Supply Co., Jacksonville, Fla., as purchasing agent and service manager. H. E. Waterhouse is now manager of the company's Tampa branch.

Announcement

Is—
smaller, lighter, more graceful.

Catalogue No. B-6
List Price 50c
Generous discounts allow good profits.

FREE
sample if requested jobber's letterhead any merchant's letterhead giving his jobber name.

Tap the *Beaver* B-6 *Current Tap* to Every Dealer Order

There's every reason in the world why you should be successful. Our consistent national advertising has created an undeniable acceptance of Beaver products among dealers throughout the United States so that a new Beaver item is just that much more pie for the jobber's salesman.

At least one Beaver B-6 Current Tap is needed in every wired home. As to the features of this new Beaver product—it can be screwed into any lamp socket, it can accommodate two attachment plug caps for feeding other lamps or appliances; it allows the original lamp to be screwed into the lower end—*hanging down straight;* and it takes standard shade holders. The male shell has the forward end blank to facilitate entering the socket while the depressions around the slots facilitate entering attachment plug blades.

Get a sample today free of charge

Two-c
counter
display
Individu
carton
and te
each dis

BEAVER

BEAVER MACHINE & TOOL COMPANY, Dept. J3, Newark, N. J.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

This is the new home of the Smith-Perry Electric Co., at 2008 Carter St., Dallas, Tex. Those present in the picture are J. C. McNamara, sales manager; J. E. Rogers, Cleo Herndon (oh, how she can Charleston!); J. S. Nettles, and Clementine (just call here Clem) Wharton.

MEL HIRCH, "Bill" Schafer, and V. L. Maxam are three new men added to the sales force of the Wholesale Electric Co., San Francisco, Calif. Mr. Hirsch is an industrial salesman, Mr. Schafer is a city salesman and Mr. Maxam is credit man and sales promoter.

I. H. FEIGENBAUM and B. Schuster are two new men with the Royal Electric Supply Co., Philadelphia, Pa. Mr. Feigenbaum will cover part of the Pennsylvania territory while Mr. Schuster will call on the city trade.

FENN C. HARTON, Iowa representative for the Manhattan Electric Supply Co., Chicago, Ill., is the proud father of Fenn C., Jr., who first saw the light of an electrical fixture on January 24, 1926.

R. J. MUNDY, formerly with C. A. Busher & Co., is now traveling western Missouri for the Central States Electric Co., Kansas City, Mo.

ABRAHAM BAXTER, of the Gertler Electric Co., New York, N. Y., has been promoted from counter man to outside salesman.

C. E. FULMER has joined the sales force of the Gee Electric Co., Wheeling, W. Va., succeeding C. W. Witt who is no longer with the company. Mr. Fulmer will specialize on the radio and appliance trade.

HAROLD WILLIAMS and Edward Maynard are with the Roberts Electric Supply Co., Inc., Syracuse, N. Y., in the capacity of salesman and stock record men, respectively.

MORRIS GRIFFITH has been appointed counter man for the Ackerman Electrical Supply Co., Grand Rapids, Michigan.

FRANK MCCARTHY and Joseph Dalton are two new salesmen employed by the Noyes Electric Supply Co., Boston, Mass. Kenneth McIaac is a new counter man with this company.

T. O. STEFFENS covers the northwestern section of Texas for the Southwest General Electric Co., including all of the Panhandle and most of the South Plains. This territory is larger than all the New England States combined. "Work!" says Steffens, "I never worked as hard in my life! In eight months my Hup has traveled 16,000 miles, and not a joyride in the lot; and besides that, I travel by stage, train, bum rides—and walk. S. W. G. E. ought to buy me a half dozen pairs of new shoes and a carton of throat tablets, for I walk and talk all the time."

BEN CLARKSON has recently been transferred to the Oklahoma City office of the Southwest General Electric Co., from one of the other offices. An enthusiastic friend says that Ben's reputation extends to every corner of the southwest region. Whatever that means, he at least has covered some territory.

W. HERBERT KENNEDY, for several years assistant manager of the Franklin Electric Co., well-known jobbers of Philadelphia, is now representing The Bussmann Manufacturing Co., in the Baltimore and Washington territory.

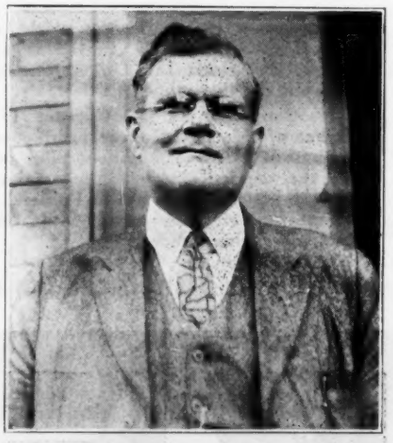
ROY C. DAY, formerly salesman in the general supply department of the Robertson-Cataract Electric Co., Utica, N. Y., has been made manager of the radio department. Harry E. Case is a new salesman with the company.

Harry E. Hobson

(*Continued from page 25*)

styled, "cogs in a wheel." This presupposes the finesse of a diplomat and the sincerity of a friend.

Those characteristic traits most conspicuously reflected in the friendship that exists between Mr. Hobson and his employes may be summarized thus briefly: his impartial judgments, his sincerity, his courteous regard for his individual employes, and his genius for seeing today's frustrated endeavor coming to fruition under tomorrow's sun.



J. A. Wright, road salesman for Tel-Electric Co., Houston Tex., is so big the camera had to be tilted. That's a new alibi for a poor picture.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

Hotpoint 3-point POLICY

Point 1

There are no "ifs" and "ands" about the Hotpoint 3-Point Policy under which the Hotpoint Servants Line of Household Appliances is merchandised.

Every Hotpoint jobber knows just where he stands. He knows his margin of profit is assured and that jobber prices are granted only to those concerns which function as a distributor of the Hotpoint Servants Line.

In other words, a real jobber policy first must protect the jobber—hence the first point of the Hotpoint 3-Point Policy is—

Protection

POINT 2
ON NEXT PAGE

Point~2

The B-R Electric Company
WHOLESALE
ELECTRICAL MERCHANDISE
RADIO EQUIPMENT

B-R ELECTRIC BUILDING
1111-13-15 WALNUT STREET

F. M. BERNARDIN, PRESIDENT
E. L. FOUTCH, VICE-PRES. & TREAS.
J. M. STEPHEN, SECRETARY

DISTRIBUTORS

PHONE HARRISON 7600

PRIVATE BRANCH EXCHANGE TO ALL DEPARTMENTS

IN REPLY REFER TO

KANSAS CITY, MO

February 4, 1926

Edison Electric Appliance Company,
5600 W. Taylor Street,
Chicago, Illinois

Gentlemen:

I heartily endorse the policy of the Edison Electric Appliance Company in distributing its merchandise to central stations through their distributing jobbers.

We have, by reason of this policy, been able to show an annual increase in our sales on Hotpoint appliances.

Yours very truly,
THE B-R ELECTRIC COMPANY
F M Bernardin
President

FMB:I

The second point of the Hotpoint 3-Point Policy is synonomous with "turnover."

Hotpoint is fast-moving merchandise. There is an insistent public demand for it.

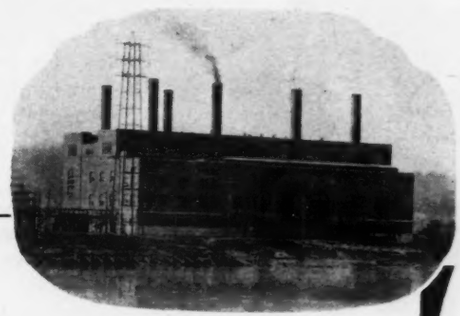
Continuous national advertising and an army of Hotpoint missionary men have created this demand and are ever increasing it. The jobber simply performs his proper and normal function as a distributor, and takes his profit.

So in addition to the protection of the jobber Hotpoint offers a line that will sell. Hence, the second point in the Hotpoint Policy is—

Popularity

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

Point-3



KANSAS CITY POWER & LIGHT COMPANY

C. F. FARLEY, Vice President

1330 GRAND AVENUE
KANSAS CITY, MISSOURI
February 4, 1926.

Edison Electric Appliance Co.,
5600 W. Taylor Street,
Chicago, Illinois.
Gentlemen:

It is the custom of our Company to purchase all of our Hotpoint Electrical Appliances through the B-R Electric Company, your local jobber. We find this plan advantageous and profitable, enabling us to turn our stock quickly.

The B-R Electric Company render splendid service and are always ready and willing to co-operate with us to the fullest extent.

Yours very truly,

C. F. Farley

Vice President.

CFF:MN

Because of the great public demand for the Hotpoint Servants Line of Household Appliances volume purchases from large retailers, electric light companies and department stores are the rule rather than the exception.

Under the Hotpoint Policy this class of business belongs to the Hotpoint distributor, and we see that he gets it.

It is the class of business which means profit to the jobber.

Thus, the third, and most vital point of Hotpoint Policy is—

Profit

EDISON ELECTRIC APPLIANCE CO., Inc.
5600 West Taylor Street : Chicago, Illinois

BOSTON, NEW YORK, CLEVELAND, CHICAGO, ST. LOUIS, ATLANTA, SALT LAKE CITY, ONTARIO, CALIF., LOS ANGELES, SAN FRANCISCO, PORTLAND, SEATTLE

Factories: Chicago, Illinois and Ontario, California

In Canada: Canadian General Electric Company, Ltd., Toronto

A. D. Barber, manager of the Graybar Electric Co., Omaha, Neb., has a daughter, Dorothy, who is making quite a record, according to the Omaha *World-Herald*. Youngest in her class at Saunders school, Dorothy climaxed a "perfect" school record by graduating from the eighth grade with 18 A's and a gold seal for penmanship. In addition to getting her studies, she practices an hour or more daily on the piano, goes ice skating and swimming when the weather permits and is a member of the Campfire Girls. It is doubtful if her old man can account for his time any more creditably.

Changes in Personnel

HARLAN KAIN has been appointed to succeed Robert J. Oliver, who died recently and who formerly was manager of the electrical department of the Doerman-Roehrer Co., Cincinnati, O. Mr. Kain was Mr. Oliver's assistant for 12 years.

J. H. BUMS has been promoted from treasurer to vice-president and general manager of McCarthy Brothers & Ford, Buffalo, N. Y. Karr Parker has been appointed treasurer.

PHILLIP H. STURNS has been promoted from assistant sales manager to sales manager for the John S. Maxson Co., Homer, N. Y.

PARKER SIMONS, who, for approximately twenty years, was connected with the St. Paul Electric Co. has been appointed to take full charge of the "customers sevice" department of the Northland Electric Supply Co., Minneapolis, Minn.

JOHN A. STURTEVANT, formerly proprietor of the Sturtevant Radio Co., Erie, Pa., is now a salesman with the Electric Supply and Equipment Co., Erie, Pa.

GEORGE BLAESING and Paul Baesing are two men with the Steiner Electric Co., Chicago, Ill.

BARTON MILLARD, well known in the Chicago radio field, has announced his resignation from the Chicago district office of the Radio Corp. of America to become associated with the Commercial Electric Supply Co., Detroit, Mich., as director of radio sales.

Missoula Company Adds Electrical Department

The Missoula Mercantile Co., Missoula, Mont., has now added electrical jobbing to its business. This is a large general merchandise concern said to carry a milion dollar stock in all lines.

P. R. Campbell is now in charge of the electrical department. He was formerly connected with the Mosby Electric Supply Co. of Missoula. This information was furnished by J. F. Chamberlain of the National Lamp Works, Northern Division, who is now traveling North Dakota, Montana and Wyoming. He has been with the Lamp Works 24 years.

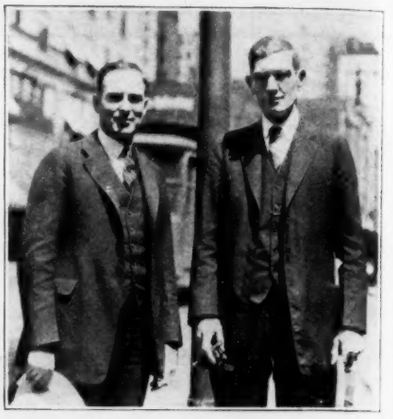
* * *

New Company Makes Record Sale in Kansas City

What constitutes, perhaps, one of the most unique records in the sale of electrical goods is reported by W. B. DeForest, until recently manager of the Kansas City branch of the Graybar Electric Co. This company was incorporated January 1 of this year as the successor to the supply department of the Western Electric Co.

According to the report, Mr. DeForest received four substantial orders for electrical goods merchandised by his company between the hour of midnight, December 31, and 1 a. m. January 1, or within less than an hour after announcement of incorporation of the Graybar Electric Co. The four orders were received by telephone at the home of Mr. DeForest, each customer being actuated by the desire to have his order open the books of the Kansas City branch of the new Graybar Electric Co. Thus the four orders constituted an expression of good will and New Year's greetings for the new company. Included among these orders was one for the panel boards for the new Wesport Jr. High School and another for all the "99" units and "X-Ray" reflectors to be used in the new Pickering building.

* * *



They paused for just a moment and "click"—it was all over. On the left is Walter A. (Hap) Ward, sales manager of Manhattan Electrical Supply Co., St. Louis, Mo. With him is Tom Hardy, city salesman, South African veteran, etc., etc. They are waiting for Andy Dunbar to take them out to lunch.

Jobbers' Sales Activities

Southern New York Electrical Supply Corp., Binghamton, N. Y.—Special drive on Mazda lamps during February. A commission was extended to salesmen on each new contract written before March 1.

Southwest General Electric Co., Dallas, Tex.—An iron campaign with the dealers during February.

Electric Supply & Equipment Co., Erie, Pa.—Special activities on "Balkite" products; also a drive on "Hotpoint" irons. Liberal prizes to shoot at are offered the salesmen by the company.

Steiner Electric Co., Chicago.—A drive on "Hotpoint" irons during February.

Ackerman Electrical Supply Co., Grand Rapids, Mich.—A two-color circular is being sent to the trade on March 1.

A. M. Little Co., Inc., Syracuse, N. Y.—A concentrated drive in Syracuse and central New York on Riddle fixtures.

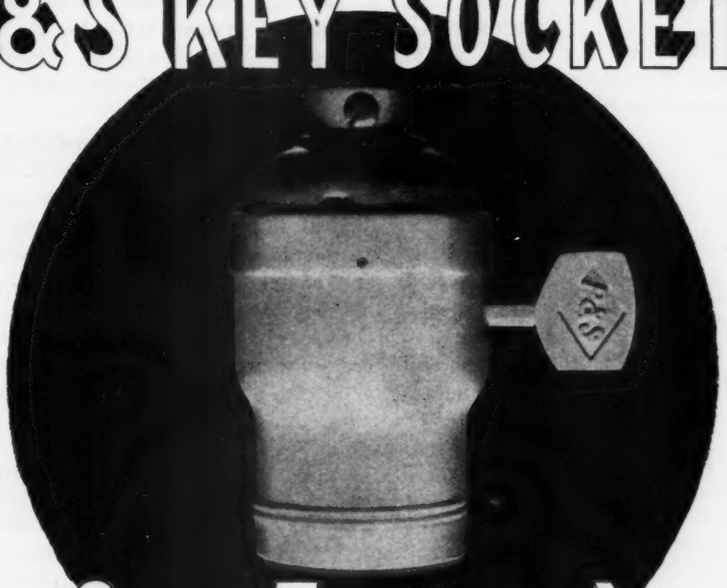
Sprague Electric Supply Co., Waterbury, Conn. — Riddle fixture campaign during February.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

P&S KEY SOCKETS

Standard Keys: Black or Brown

Gas Filled Lamps Demand This Socket



Fluto Shell Double Pole

Key Will Not Soften in Use

FOR GAS-FILLED LAMPS

A NEW STANDARD ESTABLISHED

For permanent durability and satisfactory service with Gas Filled Lamps---

Select P&S Key Sockets with High Heat Resisting Keys--- the Super Standard Key Socket.

PASS & SEYMOUR, INC.

SOLVAY STATION

SYRACUSE, N. Y.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

Wholesale Electric Co., San Francisco, Calif.—Concerted action on certain specific lines. The first week in February was devoted to Thompson radio.

Terry-Durin Co., Cedar Rapids, Ia.—A special appliance campaign in the state of Iowa.

Detroit Electric Co., Detroit, Mich.—A special Grebe campaign was launched in January.

Southwest General Electric Co., Oklahoma City, Okla.—A campaign of fan sales was started in February and all salesmen are showing good results.

* * *

"Light Stuff" Has a Birthday

If any jobber is interested in getting out an "internal" house organ, that is, one going to his own employes rather than the trade, he should write to the Southwest General Electric Co., 1801 N. Lamar St., Dallas, Tex., and get a copy of *Light-Stuff*. Carmel Davis-Patterson is the editor.

In the January, 1926, issue Mrs. Patterson writes: "Three years ago this month *Light Stuff* was born—a we(a)kly, swaddled in three sheets, pock-marked (with carbon), and soiled with loving care. Its mother went home many nights and wept over its thin little body, but with W. H. Tucker, now with the General Electric Co., Dallas, as its godfather, and H. D. Puckett, who was then manager of the Southwest lamp department, to gallantly champion its cause, the babe lived and, we might modestly remark, did well."

It has now grown to 18 pages, in mimeograph form, with "home-made" illustrations and is in all respects a very human, strictly family paper.

* * *

Sanderlin Gets Volume from 100 Salesmen

The set-up of Farwell, Ozmun, Kirk & Co., hardware jobbers of St. Paul, includes an electrical department under W. M. Sanderlin, who is putting forth strenuous effort to make it the largest department in the institution. He started this department about four years ago, having grown up, so to speak, in the hardware jobbing business. The business has more than tripled each year since the first.

He has no special electrical salesman at present, although it is understood that a step in this direction will be made in the near future. At present he depends for his sales on the 100 general salesmen of the company, who cover a very large territory and in the aggregate turn in a large volume in electrical supplies, appliances, radio and fixtures.

* * *

Haege Active in St. Louis

R. W. Haege, sales manager, Wesco Supply Co., St. Louis, Mo., is serving on a committee which is drafting the 1926 electrical code in St. Louis. Mr. Haege is representing the jobbers and manufacturers.

* * *

Wesco Holds Sales Conference

The Wesco Supply Co., St. Louis, Mo., held a sales conference during the week of January 25, at the Peabody hotel, Memphis, Tenn. The entire sales organization including the houses at Memphis, New Orleans, and Nashville as well as the St. Louis main house attended the five-day meeting. The first day was devoted to talks by department managers while the balance of the session was given over to talks by the representatives of the various manufacturers whose lines Wesco handles.

* * *

Jobbers Active in Associations

HENRY A. ROSEBERRY, president of the Roseberry-Henry Electric Co., Grand Rapids, Mich., has been re-elected president of the Grand Rapids Electric Club.

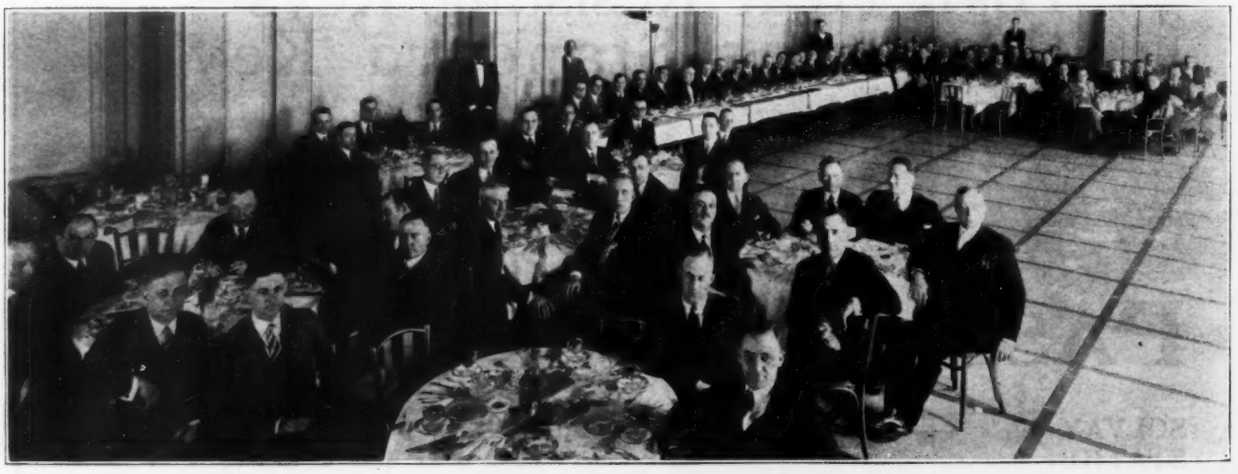
W. W. GAMBILL, JR. secretary and sales manager of the Braid Electric Co., Nashville, Tenn., has been elected to the Lions' Club.

C. B. HAWLEY, vice-president of the Inter-Mountain Electric Co., Salt Lake City, Utah, was elected chairman of the Pacific Division, E. S. J. A., for the ensuing year at the January meeting held at Del Monte, Calif.

L. A. WOOLEY, president of L. A. Wooley, Inc., Buffalo, N. Y., was elected director of the Electrical League of the Niagara Frontier at the last annual meeting.

O. B. CHANDLER, sales manager of the Memphis, Tenn., house of the Graybar Electric Co., has been elected vice-president of the Memphis Electric League.

R. S. OLIVER, JR., and L. O. Moore, Jr., of the Florida Electric Supply Co., Miami, Florida, have become members of the American Institute of Electrical Engineers.



Taken at the Sales Conference of the Wesco Supply Co., Memphis, Tenn.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

JEFFERSON

Family of SAMPLERS Increases

Torchiere Sampler

SIX—in a carton
THREE—decoration
TWO—of each
NO PACKAGE CHARGE

882-J-1107
Etruscan Bronze

882-J-1106
Parisian Bronze

882-J-1111
Antique Gold

Torchiere Sampler

Height overall—16½ inches. Pull Chain Socket. 2 Piece Plug. Wired complete. Assembled with Harp Holder attached to socket, securing glass cap and cylinder to base.

1040-3204

1040-3201

Boudoir Lamp Sampler

FOUR—to a carton
TWO—different base decorations.
FOUR—distinctive-shade decorations.

The "44-Hundred" Line

Height overall—14¾ inches.
Diameter of shade 8 inches.
Turn-nob socket—wired complete.
Two piece plug.

NO PACKAGE CHARGE

1040-3202

1040-3203

— Sampler — Bed Room Units

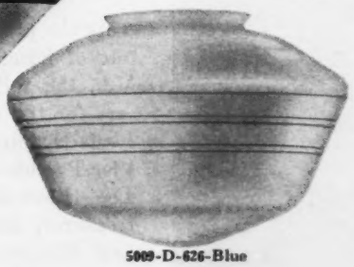
EIGHT—only to the Carton.
NINE-inch diameter—Hand-Decorated.
TWO—Styles—FOUR—decorations—TWO—of each.

PACKED IN CARTONS
NO PACKAGE CHARGE

No jobber can resist these SAMPLERS. Write immediately for our advertising program.

379-D-742

379-D-638
Daisy



5009-D-626-Blue

5009-D-512-Rose

The Jefferson Glass Company

Follansbee West Virginia

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

Del Monte Snaps

Top picture: We can't tell you what Fred Todt's score is but he looks concerned about it while it is being chalked on the board. Fred is sales manager of the Pacific States Electric Co. at Seattle. And the broad, generous background to the left is Phil Aaron, Seattle manager of the Fobes Supply Co.

Second picture, left: It is not often you can get a picture of a jobber at the Del Monte meetings of the Pacific Division of the E. S. J. A. unless he is in his golf togs. Here we have, to the right, "Joe" Kline of the Western Light & Fixture Co., Los Angeles. To the left is genial Jack Bergman, late of Syracuse, N. Y., but now looking after the Pass & Seymour business in southern California.

Second picture, right: It looks to us as though they are having a hard time subtracting the handicap from the gross score. Hugh Bargion of the Montana Electric Co., and the Washington Electric Supply Co. is manipulating the pencil. "Pete" Bach of the Manhattan Electrical Supply Co., San Francisco is facing the camera. The handsome golfer to the left is "Ruddy" Holterman of the Fobes Supply Co., San Francisco, and the "gallery" on the left in "civies" is "Newt" Graham of the Graham-Reynolds Electric Co., Los Angeles.

Third picture: "Three Faces East" may be alright but "Sandy" turned his back on the camera. The other two faces are "Van" Van Kuran of the Westinghouse Co., Los Angeles—the chap with the jimmy pipe; and behind the clear havana is "Charley" Hillis of the Electric Appliance Co. of San Francisco. "Sandy" Sarderson is the Pacific Coast manager of Bryant Electric Co. at San Francisco.

Fourth picture, left: Behind the smoke screen we have Phil Aaron, Seattle manager of the Fobes Supply Co. At the left is "Auggie" Lutz, Seattle manager of the Pacific States Electric Co.

Fourth picture, right: C. M. Will, general manager of the Fobes Supply Co., Portland, Ore., about to "sock it" for 250 yards.

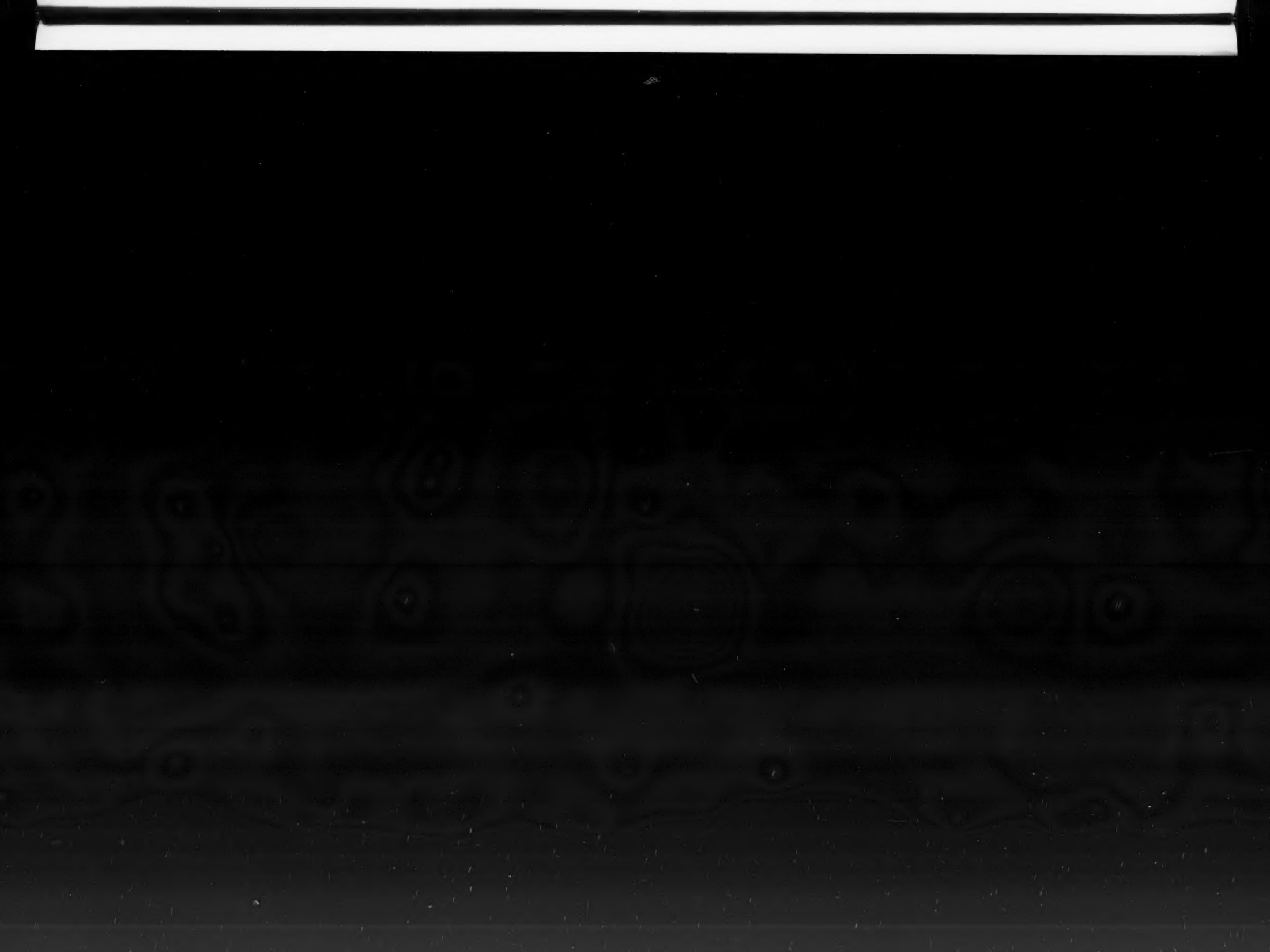
Fifth picture: We will have to wait until the chap at the left turns around before we can tell you who he is. Our photographer neglected to tell us. The chap in the center is "Newt" Graham of the Graham-Reynolds Electric Co., Los Angeles. The smiling fellow to the right is Jim Lavenson of Alexander & Lavenson Electric Supply Co., San Francisco.

* * *

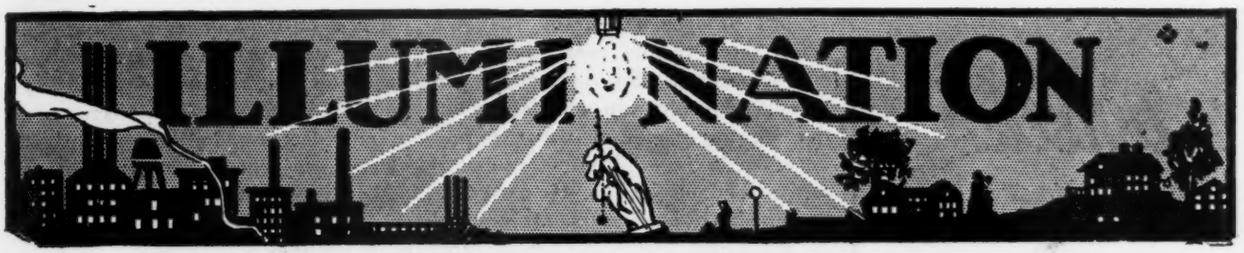
Baltimore Jobbers Elect Officers

At the annual meeting of the Institute of Electrical Jobbers, Baltimore, Md., the following were elected officers for the ensuing year: President, Louis D. Carroll, Carroll Electric Co.; Vice-President, Bernard Langeluttig, Lee Electric Co., and Secretary-treasurer, Sidney Greenfield, Greenfield Electric Co.

A. J. McCall, Graybar Electric Co., Henry A. Shepard, Shepard-Fluharty Electric Co., and W. H. Coleman, Southern Electric Co., were elected to the executive committee.



"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."



What Price Light?

By S. G. HIBBEN

Someone has said that after a man has lived 70 years he has slept for 25, worked for 15, and played for 30. If we accept these figures as true, man spends almost two-thirds of his life awake. And when we consider the fact that but one of these three human pursuits, sleeping—which occupies but about one-third of man's life—is the only one which is done most beneficially in the dark, we have a matter worthy of serious thought—proper light.

Going deeper: When we consider that in industry the working man's hours of toil are done under circumstances which necessitate better-directed and more reliable light than nature provides, we find a more specific subject for thought—proper artificial illumination.

And finally: Since industry requires a definite balance in production costs and efficiency, we are led to the matter under present discussion—what price light?

Obviously, incorrect industrial lighting is expensive whether it be insufficient illumination, misdirected illumination or too much illumination. All three lighting faults result in slowness and general inefficiency among workmen and, consequently, higher production costs.

Just how this discrepancy in factory lighting produces lower efficiency and higher cost can be explained lucidly in simple, A-B-C form, understandable by any layman. Technical knowledge of the lighting industry is not essential to an adequate understanding of industrial lighting on the part of a jobber's salesman or his prospect, in spite of many articles on the subject, couched in terms of voluminous watts, mysterious foot-candles, the psychology of vision and other pertinent but not-too-enlightening phrases. The need for better industrial lighting is based, not upon technical hypotheses of the industry, but upon plain, human logic.

Light itself is not beyond the comprehension of the lay mind, if presented without the false glamor of scholarly words. Light is a matter of wave length. A wave of greater length than light is not visible but is audible when received and re-transmitted through radio receiving apparatus. X-ray is a form of light but of too short a wave length for unaided human perception.

Concentration of light rays produces practical illumination. The degree of this concentration is the means by which we measure illumination and is best expressed as the thickness of lightfall. Multiplying the area upon which this light falls by the intensity of it, we get the unit by which practical illumination is measured—the lumen.

But why measure light in lumens or any other evaluation? Isn't light enough by which to see, light enough? Absolutely not! If we can see better or quicker with more or better light, we must have a means of evaluating useful units of light. The light that shines on the back of your neck may be good light, but isn't very useful. If it costs anything at all, it is too expensive.

So we must narrow our subject ence again if we are to reach an economic deduction. Let us ask, then, "What price a useful unit of light?" and then determine first, what is a useful unit?

Here, too, the explanation is simple—devoid of technicalities. Liken the human eye to the camera—an analogy which has been propounded often—but in this instance there is no need to take up the brain-taxing matters of retina, lense, screen, etc. Consider only this: The human eye, when functioning, is constantly taking pictures. Some of these pictures are time-exposures but many more of them are snap shots and motion pictures.

Now, what is more important in photography than light? Focus? Probably, but in many ways, focus depends upon light and in the human instance is automatic. So light is of prime consideration in this analogy.

Insufficient light produces an indistinct, blurred and very unsatisfactory picture. Too much light makes a black print. Light improperly directed upon the various parts of the

Jobbers salesmen should not overlook the opportunity to sell lighting equipment for bathing beaches. Night swimming is popular during the summer months, and the lighting idea is strongly advocated.—General Electric Photo.

Wheeler

R.L.M. Type Reflector
Easy to wire and install

DUREX REFLECTORS
for Industrial and Railroad Lighting

JOBBERS

Durex embodies a remarkable combination of desirable reflector features—

Wheeler Screw Ring Construction

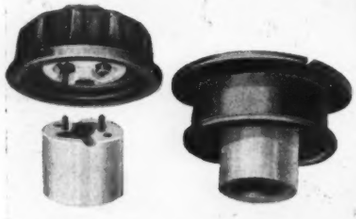
Short canopy easily wired and installed

Economy and durability

Durex is being enthusiastically received by Railroads and Industrial Plants throughout the country.

Write for Bulletin 12-A to help you sell Durex.

Watch this column for news of Wheeler Reflectors.



Durex Standard Cast Canopy — Durex Cast Outlet Box Canopy

A Wheeler Reflector for every industrial need.

Wheeler Reflector Co.
275 Congress St.
BOSTON

subject produce undesirable shadows. Snap shots require more light than time-exposures. So do motion pictures. The workman who labors under lighting conditions that permit only the taking of time-exposures is not working efficiently. He must take snap shots if he is to maintain speed in his production. Motion pictures are nothing more than a series of very fast snap shots. If the lighting intensity is low, his machinery must move slower as he can take fewer pictures per second.

If the sun shines directly into the camera, it fogs the plate; if artificial light shines directly into the human eye it blurs the vision. Glare must be avoided. Nature has not been able to keep up with civilization—eye brows are not adaptable to strong, interior light. Reflectors are our only recourse to correct this deficiency. The degree to which a reflector redirects light into useful zones determines to some extent the efficiency of that lighting accessory.

Light, then, is important. It must be correct—the right amount and rightly used. But just what type of reflectors is needed in each instance cannot be given here. Neither can proper lighting intensities be cited for all factory requirements. Our subject has been narrowed to "what price light?"

A serious consideration of *proper* light, however, is essential to an intelligent answer, and a definite knowledge that improper lighting is detrimental gives us a basis for more logical reasoning.

The test installation of a large manufacturer of infants' hosiery, made recently in Philadelphia, may be cited as a typical example of what we are to consider in seeking an answer.

The electric service company of that city accepted a proposal to install a test system of lighting over 625 sq. ft. of the concern's floor-sqace. Nine 100-watt lamps, hung at irregular intervals within the area, constituted the lighting before the test was made. Dense shadows prevailed and hampered the workers. The demonstration lighting consisted of 200-watt, white-bowl lamps in RLM domes, spaced on eight-foot centers, nine feet above the working plane.

The intensity of the illumination was increased approximately 150 per cent. Production was increased 10.8 per cent on the knitting machines and 6.1 per cent on the looping machines, the latter receiving more of the daylight illumination. Spoilage was greatly decreased, although no exact figures were obtainable, fewer breakdowns were noted and repairs were made more rapidly than had previously been possible.

Another factor of great bearing was the fact that labor turnover reduced from 43 per cent to practically zero and there was a corresponding improvement in the morale of the workers.

And the price? The installation cost was four-tenths of one per cent and the operating cost one and one-tenth per cent of the annual payroll. It will be noted that there was slightly less improvement in production on machines which were partially illuminated with natural daylight. However, the cost of that daylight must be considered by the plant owner. Daylight in the factory is not free. Figure the cost of windows—glazing, cleaning and other maintenance besides the expense of installation.

By what other means can production be increased 10 per cent with an increase in cost of a fraction of one per cent of the annual payroll? The answer will determine the real value of proper light—and from that value should be determined the price.

That there is room for improve-

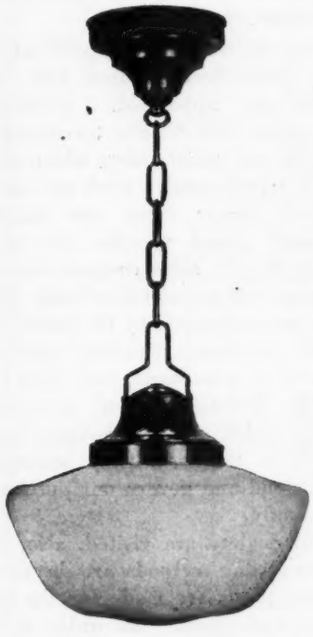
(*Turn to Page* 62)

CATASTROPHE

The above cat, unable to resist seductive aromas, inadvertently jammed her head into an empty salmon can, and with her vision shut off, the finish is catastrophe.

Repeated dalliance in commercial ventures extending beyond available capital strength places a healthy business in the same predicament as the feline, with a bankruptcy can for a laurel wreath.—Red Shield.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."



Open the Doors You've Been Passing By!

THE big buildings—schools, hospitals, commercial buildings, etc.—have great possibilities for you if you go after them with the M-B Safety Holder.

For the M-B Safety Holder is more than just different. It has more back of it—more built into it—than any other Commercial Holder.

It is safe, attractive, economical and simple to install and maintain.

Go after the big building business. Our consistent advertising is keeping the M-B Safety Holder before the influential men in the building field—creating and developing prospects for you.

If you are responsible for your Company's sales, your request will bring you an M-B Safety Holder at our expense. This will lead to an introduction that, nine chances out of ten, will develop into a profitable relationship.

MOE-BRIDGES COMPANY

Factory and Main Offices: MILWAUKEE

Branches: NEW YORK—DETROIT—MINNEAPOLIS—SAN FRANCISCO—LOS ANGELES

MOE-BRIDGES

Residential & Commercial Lighting Equipment

Piecing Out the Radio Season

(*Continued from Page* 15)

to canvass the outlying rural sections during the season. This can be done by using a portable set and giving demonstrations. If actual sales can not be closed at least a wonderful list of prospects can be worked up for fall trade. The summer time is the time to reach the farmers on radio.

"Some of our straight radio dealers have taken on additional lines such as electric refrigerators, farm lighting plants, and electric appliances. This helps to fill out, and also many a prospect for a washing machine has been closed on a radio.

"We issue a radio catalogue showing all the supplies which we handle. All lines listed we try to have on hand so that the dealer can be given prompt and efficient service. During the summer months the jobber does not like to carry a large inventory. However, the writer firmly believes that not to have the goods on hand to fill orders is just as bad a predicament for the jobber as having too much stock. We, therefore, aim to carry through the summer a sufficient quantity of the items listed in our catalogue to enable us to fill the dealers' orders as promptly as during the busy season.

"Good service and regular calls in the summer keep the dealers with you in the fall.

"The manufacturers' job is to help keep things moving by making good efficient portable sets, advertising same where the vacationist trade and rural trade is reached and by dealers' and jobbers' sales helps.

"Special radio salesmen during the summer can work up a wonderful good will with their dealers by calling on them regularly and by showing the dealer where he can sell sets, or by working up a list of good live prospects. The radio salesman that throws up his hands in the summer time and is never seen until fall is usually not given much consideration when fall business starts to pick up.

"Advertising during this season is best directed toward the vacation use of radio. We believe that the jobber's place in advertising is keeping in constant touch with his dealers, advising them of new developments, either through personal representatives or by means of folders or letters. The manufacturers as a whole take care of the national newspaper and magazine advertising in good shape. Once in a while it may be to the jobber's advantage to tie in with local dealers in advertising certain lines in local papers.

"Wherever the manufacturer is running a series of newspaper "ads" it will also pay the jobber as well as the dealer to tie in.

"Here are a few suggestions for the jobber's salesmen to make to the radio dealers in the interest of radio business in the summer time:

"Every country club is a good prospect for a set for entertainment purposes; he should not overlook the fellow going on a camping trip,—a portable set would be just the thing; dealers who have battery charging outfits should call up their customers and arrange to care for their battery while they are away: In this way a portable set may be sold to take with them; don't let the dealer forget the farmer—have him take his portable out and let the farmer hear it; the summer hotels can be sold on the idea of a radio set for their guests; the country fairs will add to his list of customers and prospects; the seashore resorts and cottages are worth his canvassing; he should obtain a list of people who own cottages or motor boats and hit them up for their portable sets, and he should send circulars to the auto owners in his town, describing that new portable set for their vacation and arrange a demonstration." Donald B. Clarke.

Interstate Electric Co.

NEW ORLEANS, LA.

"The production overload of 1924 and the previous yearly merchandise surpluses in the radio industry resulting from over enthusiasm on the part of the manufacturer, the ignorance of the dealer and distributor of the marketing trend has resulted in the development of many unusual sales methods for making this new giant of human endeavor an all the year 'round proposition.

"It has continuously been the practice of the manufacturer, the distributor, and the dealer to release a giant advertising campaign in the fall, keep energetically after sales during the winter and then as a grand finale in the early spring, cut prices, dispose of all surplus stock, and dig in for the summer, waiting with arms patiently folded for the opening of the next season's activities.

"An analysis of sales will indicate that such is evidently not the program of the radio department of our company.

"Before the close of the heavy season, our special radio sales promotion men have already packed their samples and are on the road for summer business and new dealers.

"The names of dealer prospects which have been secured during the winter are placed in the hands of these missionaries. Slow territories of the previous season are analyzed and definite routes for these men are planned. Such information as is available on the next season's sets is assembled. Franchise territories are considered and energetic dealers are allowed to expand while new dealers are considered for taking over a part of the territories of slow buyers. Then the real hard work of the year actually begins.

"Calls are made on prospects whose names have been secured and new dealers are appointed. Exclusive sales rights over definite territories is extended and initial orders which must cover a representative stock are taken.

"Each dealer signs our regular agreement which specifies the territory given, the sales co-operation we will give, and the merchandising principles to be observed by the dealer.

"This agreement stipulates a definite quota to be purchased, and gives the monthly percentages of the total amount which must be bought, enabling us to more carefully anticipate the demand and govern our purchases accordingly.

"Old dealers are visited, also, and merchandising methods are discussed, Definite plans are made for the next season with them. An order is secured from these dealers covering new models to be announced to the public the coming season.

"Promising organizations in localities not previously served by the radio fraternity are sold, too. New dealers are thus brought into the field and substantial orders are secured which prove a decided boost to low buying months.

"Important events are capitalized upon and sales letters to the regular dealer list are not discontinued. New ideas for increasing sales and dealer helps are shared with the dealer representation.

"Promotion work of this sort does not necessitate reserve stocks for the

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

3 More than CARLOADS Every Day!

FOR some time past, Inland has been shipping to jobbers in the territory it serves more than three carloads of glassware every day.

And this remarkable record of distribution has been made in slightly more than three years since an entirely new plant began operation with a new manufacturing and sales organization.

It's a remarkable record of growth, and there's a very definite reason for it. When Chicago was selected as the location for the plant, consideration was given mainly to the service which could be rendered jobbers. Every known aid of science and invention was brought to equipping the plant, and to a great extent, modern machinery replaced the old methods of hand manufacture. Materials, drawn from the best procurable sources and exclusive formulas developed in Inland's own laboratories, have resulted in the manufacture of the highest quality glassware for every purpose.

Inland, therefore, gives the jobber quality, first and foremost. But Inland also gives complete lines. No expense has been spared in the creation of pleasing, popular designs for every lighting purpose and the jobber who handles Inland glassware knows that he is giving his dealer-contractors exactly what they desire.

And Inland works exclusively through the jobber. Dealer orders are never filled direct, but are always referred to the nearest jobber.

Combine with this immediate shipment from stocks always maintained to meet every emergency, and you have the reason why for some time past Inland has been shipping more than THREE carloads every day.

Quality Ware—Complete Lines—Exclusive Jobber Sales—Immediate Shipment—this is how Inland serves its Jobbers

Inland Glass Company
Chicago, Ill.

Inland

spring and summer trade. Buying is more or less stabilized throughout the entire year and the hump in the winter sales peak is somewhat reduced to a bump.

"With the approach of spring the time is ripe for the manufacturers' sales force to get into the field with their ideas for increased sales and with their weather eyes open for new dealers.

"Each year, a dealer convention is held by our organization. Manufacturers' representatives are secured to give talks and exchange ideas. Aside from the good fellowship which is established, the dealers return home with a well constructed merchandising program for the next season.

"Advertising should also be given more consideration during the summer months. The public should continually have radio brought before them throughout the entire year and instead of the tremendous campaigns which the manufacturers release in the early fall, a small continuous program, in the writer's opinion, would be much more interest compelling and effective.

"With the increased number of broadcasting stations and the improvements in transmitting and receiving equipment, conditions are especially promising for a stabilization of buying and selling the coming summer, and with the co-operative effort on the part of the entire industry, we can enjoy a healthy and profitable turnover from January the first to the last day in the month of the coming December."

Scott Helt.

Moock Electric Supply Co.
CANTON, OHIO

"Exclusive of any high powered sales methods or campaigns which we do not believe is the answer to the problem, we propose to strengthen our radio department and to work harder with and develop dealers and their personnel during the summer months.

"This, in our opinion, will accomplish two things, that is, to educate and build up dealers' organizations will naturally show some immediate summer results and in addition will assure a more nearly perfect dealer organization properly equipped and educated to handle the peak of the business later on in the year. In other words, we believe that the summer season is the time to strengthen our own sales and service forces on radio direct by mail. No set amount has as the natural course of temporarily dying down. To us the summer problem is to educate our dealers from the standpoint of becoming more familiar with the products which we sell them, both from a sales and particularly a service standpoint, on which most dealers are as yet very lame.

"The problem of handling reserve stock for spring and summer trade is a dangerous undertaking on both the part of the manufacturer and the distributor, because we do not believe that radio has as yet settled down enough to allow the stock to be accumulated without the chance of it becoming obsolete or being superseded by new styles in the fall. The manufacturer who carries a price protection on his products to both the distributor and dealer of course influences the carrying of heavier stocks on the part of his distributing and trade channels. Manufacturers should endeavor to curtail production in line with consumers' demand so that there is less excess stock, and will do well to work with the distributor and dealer to a greater extent from advertising on down during the summer months.

"We believe that the greatest problem confronting distributors is to get better functioning trade outlets. To eliminate those of their dealers who are winter opportunists and obtain dealers of high standing who not only have the necessary finances but the business ability and training necessary to success; broader gauge dealers who can not only make radio pay them now but who look forward and plan their future position in the radio industry."

H. M. Moock.

St. Paul Electric Co.
ST. PAUL, MINN.

"We believe that additional calls on dealers by our regular salesmen should be made with the view of building up better merchandising ideas in the minds of dealers.

"Jobbers should continue the same stocks in spring and summer but in less quantity until midsummer—then stock heavier than ever.

"Adequate stocks should be carried by the manufacturer to supplement ours and announcements of fall lines should be before August 1st.

"Our special radio salesmen should do personal work with country dealers.

"Our advertising is done mostly direct by mail. No set amount has as yet been allotted for this purpose.

"We do nothing spectacular in the line of "stunts", but we do appeal to dealers for better merchandising methods.

"It is our belief that the most good can be done by promoting better merchandising. The large dealers of the cities are more familiar with the buying and selling game, but the dealers in the smaller towns have not looked on the radio business seriously enough.

"To help them to learn to carry good stocks, to sell at a profit and to finance a sufficient volume of sales will help us all."

E. R. Smith.

Sprague Electrical Supply Co.
WATERBURY, CONN.

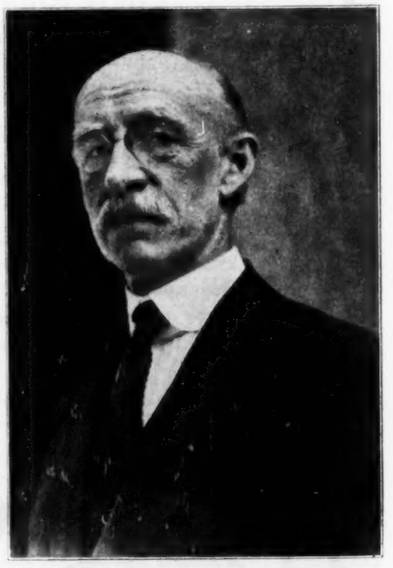
"We have not gone into a great deal of detail as to just what our procedure will be, but are seriously considering the sale of iceless refrigerators which we expect would show a peak in the summer offsetting the natural depression of radio business in the summer."

W. M. Jenks.

Lindley Installs Fixture Room

The Lindley Electric Supply Co., Philadelphia, Pa., is remodeling its second floor for the installation of a fixture display room.

The company reports an increase of 100 per cent in January, 1926 over January, 1925.



A lot of old timers, especially in the east, will recognize S. B. Swift, now sales manager for the Rex Electrical Supply Co., New Orleans. Mr. Swift entered the business in 1887 and was active in organizing the first jobber association. He has been in New Orleans since 1907.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

"Jobber-to Dealer -to User"

100 Watt

60 Watt

50 Watt

40 Watt

25 Watt

THE greatest triple play that's been made in the lamp business in 10 years—the new line of MAZDA lamps. Better for everybody. Glare's out!—because these lamps are frosted on the inside. Depreciation from dust is out!—because these lamps are smooth outside. Complication in stock is out!—because there are only five lamps in place of many.

The New Standard Line of National MAZDA Lamps is a sure winner, because it is so easy to stock — so easy to sell and so universally useful.

New NATIONAL MAZDA LAMPS

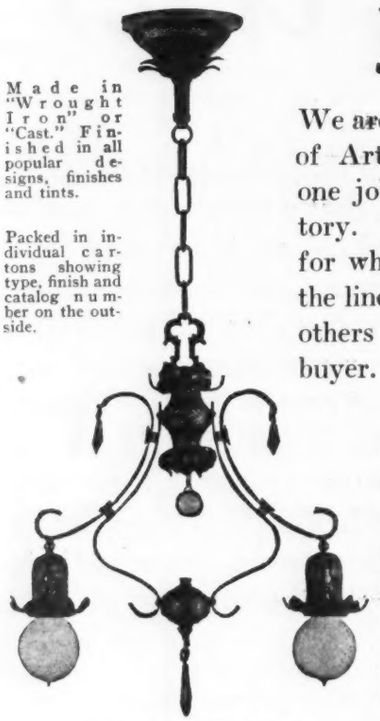
A GENERAL ELECTRIC PRODUCT

EXCLUSIVE HANDLING BRINGS SURE PROFITS!

JOBBERS--

Made in "Wrought Iron" or "Cast." Finished in all popular designs, finishes and tints.

Packed in individual cartons showing type, finish and catalog number on the outside.



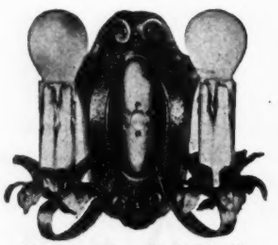
No. 242 Two Light Drop.
Length, 36 in., Spread, 17 in.

We are offering our beautiful Line of Artistic Lighting Fixtures to one jobber exclusively in his territory. This means certain profits, for when only one jobber handles the line in his territory there are no others to underbid him to the buyer.

In the handling the Grahling fixtures you will not only have an EXCLUSIVE line in the way of territory but also EXCLUSIVE from the standpoint of *art* and *beauty*. Each fixture is a masterpiece in itself, blending and harmonizing so beautifully as to make it stand out above all others. They have gracefulness of line and proportion—all the result of perfect craftmanship and years of experience in designing and creating lighting fixtures of the better kind.

We maintain a strict jobber policy to protect you and you can be assured of our whole-hearted cooperation.

Our proposition is open to you—write us for it.



No. 212 Two Light Candle
Back Plate 8x5¼ in.
Canopy Switch.

GRAHLING BROS. COMPANY

1917-21 E. 61st Street

CLEVELAND, OHIO

(*Continued from Page* 56.)

ment in factory lighting was revealed from facts tabulated in a recent survey of 440 plants by Prof. A. G. Anderson of the College of Commerce of the University of Illinois. Less than 10 per cent of the plants studied had what could be termed excellent lighting; 32 per cent were graded as good and the balance ranged from fair to very poor.

The professor himself learned much concerning the price of light from his series of tests. He came to the conclusion that (using his own word), "considered as a production tool, poor lighting may cost about one per cent of the labor payroll; when improved to the extent that its costs is two or three per cent, volume of production is found to increase from ten to thirty per cent. *Good lighting adds to profits, poor lighting costs money.*" (The italics are not his). Indirect benefits are a reduction in labor turnover, better quality of product, fewer accidents and a cleaner and more pleasant place in which to work."

In the factories where Prof. Anderson conducted his experiments, the lighting cost averaged one per cent of the yearly amount paid in wages. Improved installations cost from two to three per cent. These figures should not be construed to apply to all cases of factory lighting, but are generally representative.

The significance of them lies in the fact that—just as in the instance of the Philadelphia hosiery manufacturer—regardless of the amount spent for lighting, if that lighting can be improved, there will be a greater improvement in production, and that improvement will more than absorb the cost of installation and maintenance.

Further: Professor Anderson's figures show that there is a great need for improvement in industrial lighting—a need for what may be given as the real and only price of light—serious thought and planning.

* * *

Gee To Enlarge Quarters

The Gee Electric Co., Wheeling, W. Va., is planning to take over the entire three floors of the building adjacent to its present quarters. This arrangement will give them an additional 15,000 sq. ft. The company will discontinue its retail department when the change is made April 1.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

Honesty in Manufacture

IF IT'S
PARANITE
IT'S RIGHT

More than Code requires

IN PARANITE—here's the spirit of honesty. Honest products, honestly formed and honestly merchandised.

PARANITE Rubber Covered Wires, Cables and Cords—"more than code requires"—dependable, superior and economical.

The PARANITE Line—extensive and complete. Rubber covered wires, cables and cords—every foot proof of honesty in manufacture.

Manufacturers, jobbers, jobbers' salesmen, contractors and consumers alike—all are certain: If It's PARANITE It's Right.

Indiana Rubber & Insulated Wire Co.
JONESBORO, INDIANA

CHICAGO
140 S. Dearborn St.

KANSAS CITY

LOS ANGELES

NEW YORK
The Thomas & Betts Co.
63 Vesey St.

Chicago Jobbers Successful in Industrial Lighting Drive

With only four weeks of active work remaining in the nation-wide campaign to improve factory lighting the Chicago Industrial Lighting Committee is making a spirited drive to stand well up among the leaders when the final accounting is made in April, at the conclusion of which, prizes will be awarded by the National Electric Light Association to the local campaign participant selling the most lighting units.

At a large joint meeting of the industrial lighting committee and the Electric Association, held February 16, it was evident that the activity will be kept up as a permanent thing after the official closing date.

Between seven and eight thousand industrial plants have been carded up. The name of the man responsible for buying the electrical equipment in each case has been ascertained by telephone. Schools have been held for jobbers' salesmen (who make the personal contact in closing sales) where these salesmen have actually done simple machine work (drilling) under average lighting conditions and then under adequate lighting to demonstrate to them, by the increase in rapidity and accuracy, the real value of the commodity they are selling. Broadsides have been sent out and requests for layouts received. Layouts have been prepared and salesmen sent out to sell them. Steps have been taken to form an organization of plant engineers. These and numerous other steps have been taken with results that point to the fact that the movement is only just started and is gathering impetus every week, so it will not be dropped.

The jobber's salesman is the man who is depended upon to actually close business—he is a most important if not the most important single factor in the whole plan after the preliminary work is done.

Close to 80 representatives of the jobbers, manufacturers, and electric service companies of Chicago recently attended the Fourth Boosters' Meeting and Dinner held at the Electric Club of Chicago. In the form of a prize contest open to all local jobbers salesmen, an interesting test was made of the effectiveness of various campaign sales talks. Four representative salesmen were selected to vie with one another in convincing a fictitious purchasing agent of the desirability of having a lighting layout made of his plant. A cash prize of ten dollars was awarded by the judges to O. L. Wall of the Graybar Electric Co.

At the same time $40 in prizes were also awarded to the two jobber's salesmen who submitted the largest number of individual orders for reflectors from any Chicago factory between November 1, and January 1. A. J. Olson of the Central Electric Co. was high-point man with sales of 969 units to one manufacturer. The second prize was given to Jack Quirk of the Graybar Electric Co., who turned in a sales record of 581 reflectors to one company.

* * *

Detroit Electric Growing

The Detroit Electric Co., Detroit, Mich., which maintains branches at Grand Rapids, Kalamazoo and Lansing, Mich., now has a sales force of eight road salesmen, five Detroit store salesmen and four branch managers with four store salesmen in each branch.

The company, which reports December, 1925, as the largest month in the history of its business, is arranging to enlarge its Detroit and Kalamazoo houses.

* * *

Roseberry-Henry to Build

The Roseberry-Henry Electric Co., Grand Rapids, Mich., has let a contract for an addition to its present structure. The building which will be four stories high and of mill construction with steel girders will have a frontage of 60 ft. This addition will give the company a floor space of 35,000 sq. ft.

Members of the Chicago Industrial Lighting Committee

Seated, left to right: J. Fritz; C. A. Dostal; E. D. Tillson, executive chairman; A. Myer; T. Brooks; E. J. Teberg, Illinois chairman; Sam G. Hibben, N. E. L. A. (guest); J. H. Hackley; B. Kane; D. H. Howard, and O. R. Hogue, chairman Great Lakes Division. Standing, left to right: W. Overbaugh; H. W. Olcott; S. W. Thompson; J. W. Collins; R. B. Corcoran; J. H. Glass; C. B. Harlow; Birch Addington; A. J. Chapman; F. S. Hagerman; K. W. Kirkpatrick, and Paul Kauffman, vice chairman.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

Announcing a *New* Contest

Prizes totaling in value thousands of dollars to be awarded Agents and Distributors of Edison MAZDA Lamps. This is

NOT a Quota Contest

Prizes in this contest will be award for effective work done in introducing and creating demand for the New Standard Edison MAZDA Lamps. Here's

What To Do

Learn all the advantages of the New Standard Lamps. Plan how you can present these advantages most effectively to your customers.

Keep a record of the work you do and the results you obtain.

Then send in a report of your work before October 1st. And

To Help You Win

1. The most comprehensive campaign of publicity ever designed by the Edison Lamp Works.
2. An unusual array of sales helps.
3. The services of the Publicity Department in any plan you wish to follow out.

Contest opens March 1st.
Closes October 1st.

You will receive full details from the nearest district office of the Edison Lamp Works of General Electric Company, Harrison, N. J.

EDISON MAZDA LAMPS
A GENERAL ELECTRIC PRODUCT

Your Electrical Contractor Feels Sure of Square D!

The experienced electrical contractor gladly accepts his responsibility for the character of the equipment which goes into his work. He relies without question upon Square D, the pioneer safety switch, for either residential or industrial installations.

More than 4,000,000 satisfactory installations back his judgment and confirm Square D's clearly defined leadership.

See Saturday Evening Post of March 6

Square D Company, Detroit, U. S. A.

FACTORIES AT: DETROIT, MICH., PERU, IND. 86

BRANCH OFFICES: Boston, Buffalo, Chicago, New York, Pittsburch, St. Louis, Philadelphia, Cincinnati, Milwaukee, Atlanta, Cleveland, San Francisco, Los Angeles, Syracuse, Kansas City, New Orleans, Baltimore, Columbus Minneapolis, Indianapolis

SQUARE D COMPANY, CANADA, Ltd., WALKERVILLE, ONT.

BRANCH OFFICES: Toronto, Montreal

SQUARE D
Safety Switch

Relation of Motor to Overload Protection

(*Continued from Page* 8)

thermal devices, namely, temperature. These are of two general classes—those which operate due to a change from liquid to gas and those which operate due to a change from solid to liquid. The first type is affected to some extent by variations in pressure which cause variations in tripping temperature.

The class depending for its operation on change from solid to liquid of the material can readily be made very accurate. If the proper material is used, the tripping temperature is very definite. The greatest error would then be due to the heater. This error, however, is inherent in all thermal devices. The manufacturers of resistance material will furnish material for heaters that varies plus or minus five per cent. As the variation in current due to this cause varies with the square root, the error is small.

Accuracy is a very important point in connection with overload protection. The more accurate the protective device, the closer the motor application can be made without danger of burnout or of frequent tripping. In other words, an accurate device permits the use of a smaller motor. The temperature to which a moter heats is another very important factor which must be given thought when choosing protective devices. Tripping temperature should approximate the danger temperature of the motor. Under these conditions and with motor and starter subject to the same temperature, the overload will compensate for varying ambient temperatures. Protective devices, whose tripping temperature is too low will not permit the motor to carry its maximum safe load when placed in high ambient temperatures. On the other hand, if the tripping temperature is too high, they will not permit the motor to burn out under these conditions. With low ambient temperature the reverse is true. Current adjustment by varying the tripping temperature is very undesirable, for the reason that variation of 50 per cent in tripping current would mean a variation in temperature rise of over 2:1, as this varies as the square of the current.

As thermal protective devices are being widely used at present, it will be of interest to know which type will be the ultimate design.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

For Jobbers
There is Increased
Profit in
Having Your Own

EXCLUSIVE LINE *of* COMMERCIAL GLASSWARE

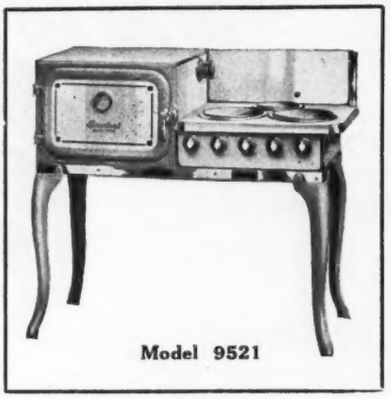
Priced Right
Less Sales Resistance
Better and Surer Margins
Assurance of Renewal Orders

And a unit your salesmen can and will fight for because it bears your own name and can not be duplicated at a cut price by any gyp in the territory.

We are serving the most prominent Jobbers. We solicit an opportunity to submit samples, prices and proposition to you.

—Write—

Consolidated Lamp & Glass Co.
Coraopolis, Pa.


Model 9521

Where Were You In 1913??

That is not long ago, you'll say

Not long in some ways of reckoning, but when you consider electric ranges it is quite a while.

In 1913 the STANDARD development was five years old. In 1913 the Standard succeeded a company which had developed a very complete line of cookers and ranges. This makes a continuous line of electrical cooking development which cannot be equalled. STANDARD is the oldest and largest exclusive electrical cooking device manufacturing company in existence.

This brings to you a background of experience and stability. Modern methods and accurate engineering coupled with progressive policy assure you of a complete and beautiful line which is

Easy to Sell

Our policy of jobber distribution is being maintained. A "Standard" expert is stationed in each district to help you develop business.

Let us tell you how we cooperate to build sales.

The Standard Electric Stove Co.

TOLEDO, OHIO, U. S. A.

The gentleman on the left is C. Hule, city salesman for the Southwest General Electric Co., Oklahoma City, Okla. Jim Sneed, on the right, is warehouse superintendent.

Advantages of Electric Light as Seen at Mandalay

Mandalay, where "the dawn comes up like thunder," is adopting the strange devices of the Occident. The following advertisement recently appeared in the Mandalay *Spectator:*

"You want electric light. Newest invention. All who wish to enjoy luxuries of modern city life at their smiling homes may purchase one. May be used on table or wall. You may light or blow it off lying in bed at any time by using other end of the string that passes to your pillow. Very pleasing to reading and glorifies the room or hall with splendid light as if sun has come down to your smiling house. Burns in strong wind. If placed in public functions crowds will gather to it."

* * *

Interstate Electric Changes

The Interstate Electric Co., Birmingham, Ala. has made some changes and promotions. L. Neuburger is now vice-president and manager of the electrical division. C. B. Thompson returns to manage the radio department. S. G. Neuburger is manager of the automotive division, as before. O. L. Larsen is in charge of service. C. W. Watts is responsible for Mazda lamp sales and service. A new salesman is reported, Ben Still in the automotive division.

* * *

Southern New York Moves

The Southern New York Electric Supply Co., Binghamton, N. Y., has moved into a fire-proof building at 201 Water St. The new building gives the company triple the floor space it formerly had.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

What Does He Know About a Fan?

Day-Fan Fans* are used in China, India and the Tropics.

They are handled by natives who know nothing about electric fans—who are still a little awed by the rush of air that follows the turn of a switch.

These people must have a fan that never gives trouble—that never needs an "up the street mechanic" to take care of petty adjustments.

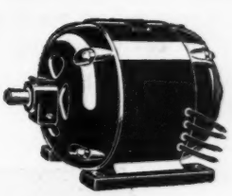
Fan users of the Tropics and other countries where motors must work under heat and moisture conditions use Day-Fan Fans. They have learned that Day-Fan Fans are built to meet their standards of service and run without asking for the adjustments that a native cannot give.

All Day-Fan Fans are built to this "export trade" standard—which is why they serve in our country with such ease for many seasons of hot spells—consistently giving large air delivery.

WRITE US FOR INFORMATION

**Formerly Dayton Fans*

The Dayton Fan & Motor Company, Dayton, Ohio



Day-Fan Motors

(*Formerly Dayton Motors*)

Day-Fan Motors are so well built that they are practically heat and moisture proof. They are popularly used on washing machines, pumping systems and other appliances that use fractional horsepower motors.

Day-Fan Radios

Our 37 years' experience manufacturing high-grade electrical apparatus served us so well that the Day-Fan Radio has become known from coast to coast as a "musical instrument."

Day Fan

RADIO • MOTORS • FANS

PRODUCTS

For More than 37 Years Manufacturers of High Grade Electrical Apparatus

MARK OF QUALITY

No. 2870
Telephone Ell

No. 2872
Plug and
Screw

No. 2871 Telephone Tee with
No. 2872 Plug and Screw
Inserted

ONLY a few years ago sugar was just sugar, it had no identity, no standard—but today sugar is purchased by name.

The same principle applies today to wiring devices. The task of winning the electrical contractor over to certain wiring equipment was gained only by the exceptional performance and service rendered. Steel City Products have earned this recognition.

Hence—less sales resistance, more sales and greater profits.

Steel City Wiring Devices

Give Perfect Installation

THREE GANG ADJUSTABLE FLOOR BOX

AMBASSADOR HOTEL, ATLANTIC CITY, N. J.
EQUIPPED WITH STEEL CITY PRODUCTS

Steel City Electric Co.

Pittsburgh, Pa.

Sterling Characters

E. A. Lindquist, sales manager of the Sterling Electric Co., Minneapolis, is on the job with a vengence as always. He reports about 20 per cent increase in 1925 business over 1924. Radio, in particular, showed a very decided gain. While he is not making any wild guesses, he says that 1926 looks like another record-breaker.

"Service and Satisfaction with Every Transaction" is the slogan under which this live aggregation labors. Their slogan supplier said a considerable mouthful, but the Sterling boys are the ones that can live up to it if anyone can.

* * *

Live Jobbers Club in San Francisco

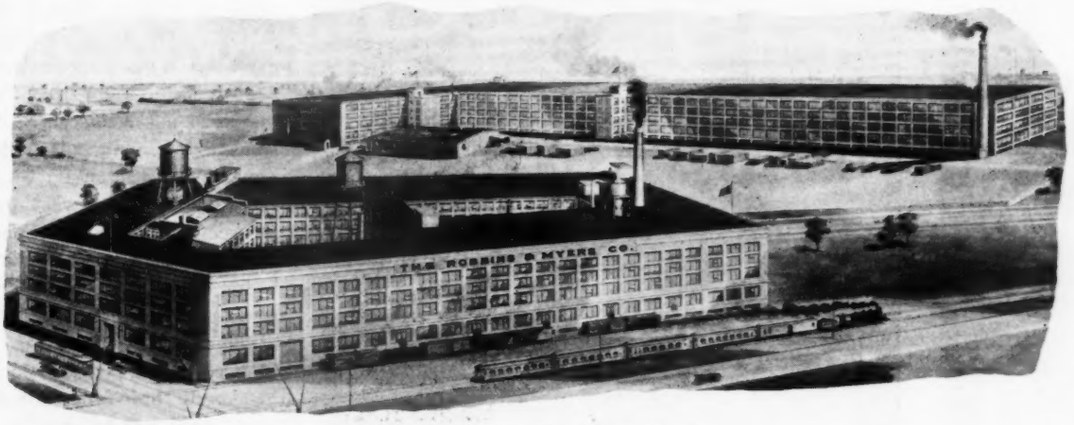
The Electrical Wholesalers of San Francisco and nearby cities is an organization of jobbers composed of the following houses: Wholesale Electric Supply Co.; Universal Electric Supply Co.; California Electric Supply Co.; Keeler, White & Co.; Iridescent Supply Co.; Peerless Light Co.; Rosse M. Gilson (Oakland); Orion Electric Co. (Oakland); Chas. Carter (Sacramento); Electric Machine & Equipment Co. (Stockton), and Service Electric Supply Co. (San Jose). The officers are: Chas. Carter, president; Geo. Curtiss, Universal Electric Supply Co., vice-president; A. R. Fierce, Wholesale Electric Supply Co., treasurer.

They meet the fourth Monday of each month at the Hotel Whitcomb, San Francisco. They were organized about three years ago for the exchange of credit information.

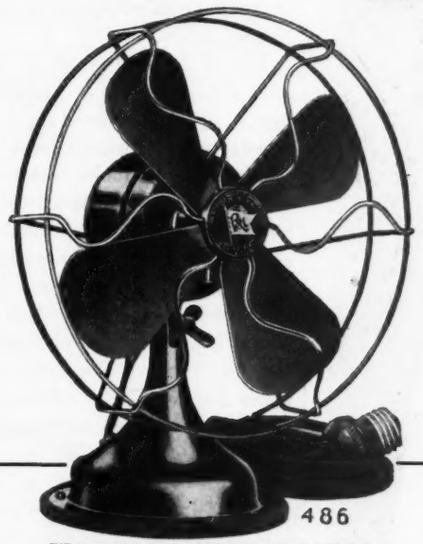
Here are Tom Scoville, president, and K. A. Hemming, secretary-treasurer, Rockford Electric Supply Co., Rockford, Ill. It took a good deal of persuasion to get these hard hitters to drop their work long enough to pose for a picture.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

Where Robbins & Myers Fans Are Made



BIRD'S-EYE VIEW OF R. & M. PLANT



TALK THESE POINTS
They will make sales for you

APPEARANCE
The smooth drawn steel frame, the graceful design and flawless finish give it a most attractive appearance.

BLADES AND SPEEDS
The speed has been carefully determined after years of experience, the pitch of the blades give maximum breeze, with quiet operation and economy in wattage consumption.

THE GUARD
A heavy steel guard is used, strong enough to provide the best means for carrying.

INTERCHANGEABILITY OF PARTS
Direct and alternating current fans of the same size are similar and many parts are interchangeable.

CORD AND PLUG
Eight feet of cord and an Edison base separable plug for connection to any lamp socket.

QUALITY
R. & M. Fans should not be confused with many cheaply constructed fans now on the market, built to sell at a price rather than to render reliable service.

YOU and thousands of others have followed with amazement the remarkable development of this wonder among industries.

The Robbins & Myers Company is one of the first to develop a commercially successful electric fan, and now after twenty-nine years, the R & M Fan has won a most enviable reputation among dealers and users alike.

But we are not so bold as to predict the end or limit of our progress. These two factors, QUALITY and NATIONAL reputation are largely within the control of the manufacturer and it is needless to say the Robbins & Myers Company is constantly improving and extending manufacturing facilities and advertising efforts so the R & M Fan leadership may be maintained.

As a Jobber's Salesman you can feel assured of the dealer's good will when you mention the name Robbins & Myers.

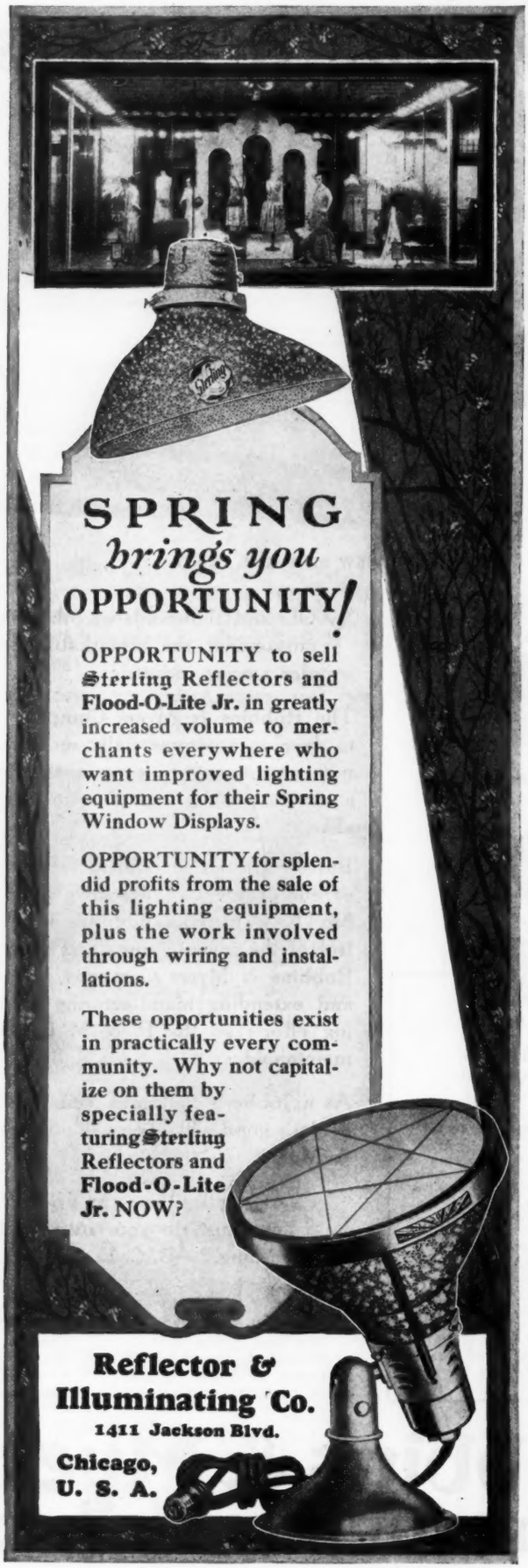
"After all, others can do very little for you. You must do your own fighting and vanquishing."—B. C. Forbes.

BRANCHES:

Boston, 243 South St.
New York, 30 Church St.
Philadelphia, 1418 Walnut St.
Buffalo, 831 Ellicott Sq. Bldg.
St. Louis, 1922-26 Chestnut St.
Cincinnati, 9 E. Third St.
Chicago, 1825-29 Transportation Bldg.
Cleveland, 1239 W. Third St.
San Francisco, 317 Rialto Bldg.

The Robbins & Myers Co.
SPRINGFIELD, OHIO

Sterling Reflectors
Silvered Glass
Stipple
Enduring Lustre


SPRING
brings you
OPPORTUNITY!
OPPORTUNITY to sell Sterling Reflectors and Flood-O-Lite Jr. in greatly increased volume to merchants everywhere who want improved lighting equipment for their Spring Window Displays.
OPPORTUNITY for splendid profits from the sale of this lighting equipment, plus the work involved through wiring and installations.
These opportunities exist in practically every community. Why not capitalize on them by specially featuring Sterling Reflectors and Flood-O-Lite Jr. NOW?
Reflector & Illuminating Co.
1411 Jackson Blvd.
Chicago,
U. S. A.

The "Psy" in Selling Psychology

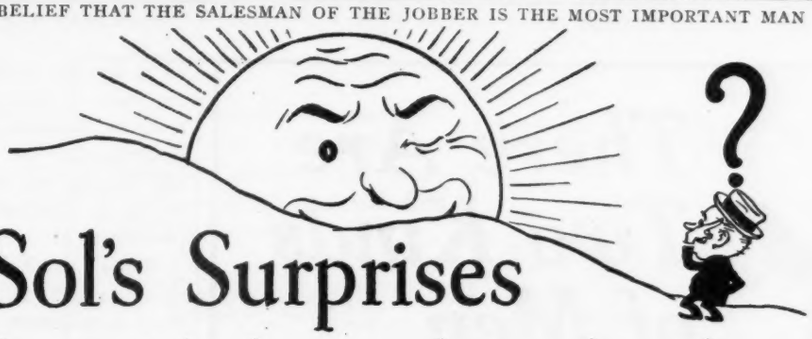
By A. PSYCHOLOGIST

No man should attempt to engage in salesmanship unless he knows something about psychology and how to sling it. Nowadays, everything in salesmanship is psychology. If you can't see it hanging in the window of a store, you know that the merchant inside is not a success. A successful salesman has psychology draped about him like mistletoe on an apple tree. He has it in one vest pocket where he keeps his fountain pen. He has it in another vest pocket where he keeps the little gold pen-knife that someone gave him to anchor one end of his watch chain to. He has it in a third vest pocket where he keeps his fancy cardcase. The psychology has to hang by both hands to keep from slipping off his freshly shined shoes.

It's wonderful stuff if you get it on right. There's a knack in applying it, just as there is a knack in powdering a woman's nose—get it on crooked and it looks like the dickens; put it on right and it gives a salesman as much confidence in himself and his ability as a correctly powdered nose gives a woman confidence in the way she faces the world. Not only does properly applied psychology and face powder improve the external appearances but it works internal wonders. In the latter situation I've known women to get attacks of indigestion after taking a squint at themselves in the mirror and convalesce after a few skillful applications of dull finish.

Psychology is the stuff success is made of. If you have it, you don't need to worry about will-power or stick-to-it-tiveness; whether or not you have a determined chin or whether your eyebrows meet over the bridge of your nose. Nor do you need worry about what the fortune teller saw in your palm or what the professor said when he felt bumps on your head. Neither corns or bunions will interfere with your progress. You won't have to worry about credit. If you haven't it, just bury the first bank president you meet under a tongue-load of psychology—he'll throw open the bank vaults and urge you to help yourself. If you have had credit and it is slipping, just scatter a bale of psychology on the office floor, drape some over the doors and windows and put a vase

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."



Old Sol's Surprises help the dealer who thinks ahead

WITH the first blast of wilting summer heat comes the usual feeling that Old Sol has played a trick on all of us by not giving fair warning. But every merchant who is old enough to know how to run a store is perfectly sure there is going to be hot weather next summer—some of it probably in the spring. With the first warm spell there will be a rush for Wagner electric fans. Dealers who have fans to sell will sell them! Others will blame their poor luck, the "untimely weather" and everything else.

Knowing all that, how about your fan stock? Remember the good sound selling principle of bringing what you have to sell to the customer's attention *before he knows he wants it*. Display your Wagner fans early, so that when the heat comes, your store window suggestions will pop right into the minds of those who pass every day. To be brief and pointed, we mean—ORDER NOW and get the jump on those who still think "there is plenty of time."

Desk-wall Type in 9-inch, 10-inch, 12-inch, 16-inch oscillating and non-oscillating.

If Wagner fans were the highest priced fans on the market—which they are not—they would be worth the price. In a comparative test with other representative makes the Wagner fan projected a breeze 12 per cent further. Yet, in spite of this great breeze strength, you can scarcely hear a Wagner fan running. It is a Wagner Quality job in every detail—fine appearance, enduring strength of construction, electrical efficiency and permanent freedom from trouble. No comeback on these fans—*they stay sold* and bring you new customers.

Ask the nearest Wagner distributor to show you the full Wagner line—a suitable size for every purpose, and not a slow seller among them.

Ceiling Fan—4-blade 56-inch sweep. A.C. or D.C.

LIST PRICES

9″ high-speed non-oscillating	$10.00 A.C. only
9″ high-speed oscillating	$12.50 A.C. only
10″ high-speed oscillating (3 speed)	$16.50 A.C. only
12″ high-speed non-oscillating	$23.00 A.C. or D.C.
12″ high-speed oscillating	$30.00 A.C. or D.C.
12″ low-speed oscillating	$30.00 A.C. or D.C.
16″ low-speed oscillating	$35.00 A.C. or D.C.
16″ high-speed oscillating	$35.00 A.C. or D.C.
56″ ceiling fan	$52.00 A.C. or D.C.

Ventilating Fans

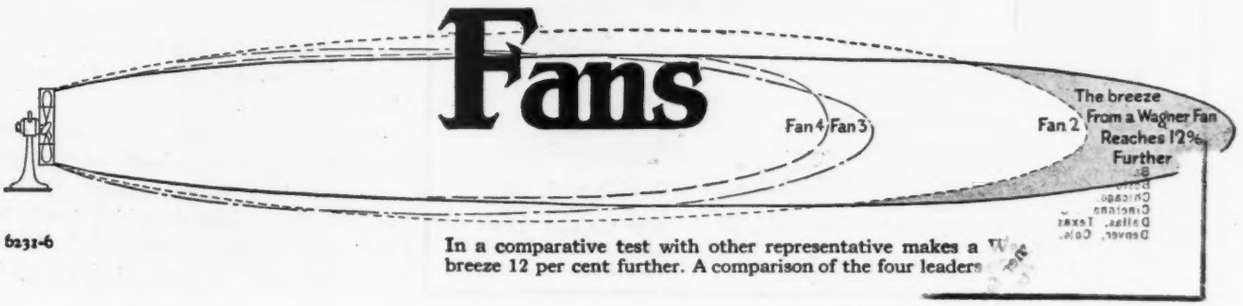
12″ $29.00 A.C. or D.C. 16″ $33.00 A.C. or D.C.

Above prices cover fans for 110-volts 60 cycles or 110-volt direct current only as noted.

Ventilating Fans—12-inch, 16-inch, complete with supporting ring.

WAGNER ELECTRIC CORPORATION, 6400 Plymouth Avenue, Saint Louis

Wagner Fans



6231-6

In a comparative test with other representative makes a W breeze 12 per cent further. A comparison of the four leaders

THIS ADVERTISEMENT WILL APPEAR IN MAY TR[illegible]APE

There Are Two Kinds of Men in The World

"Panelboard Profit Talks" No. 3

Did you read No. 1 and No. 2 of this series?

One kind is the "Jack of all trades". He doesn't get very far. The other is the man who is specialized. *He is paid for what he knows.*

Salesmen are like that. Some fellows drift along, selling only the things **anybody** can sell. Others are specialized—they sell the thing the other fellow **can't** sell. They are the men who own property and don't have to watch check stubs so closely.

Salesmen who sell FA Panelboards are **specialized** men. Just talk to one and you will learn how well it pays. You can join this class if you are willing to put forth a little effort. We will help you all you will let us. And there are no obligations—whatsoever.

In a way, panelboards are like men—there are two kinds. One kind is the ordinary affair. The other is FA —and they are **standardized.** Every part is oversize. Everything is complete when shipped.

One big sales point about FA Panelboards is: Since the steel cabinets are installed during construction and the panelboard is fitted months later, it is almost necessary to use a **standardized** Panelboard—that's FA. For FA Panelboards always fit FA Steel Cabinets. They are made to fit in our own factory—not on the job. You can see where this cuts installation costs to a minimum. That's just one reason why FA Panelboards are called "the sign of a better job." There are lots more.

No wonder **specialized** men choose to sell **standardized** panelboards.

The FA catalog is all you need to specialize.
Send for it TODAY. And study it.

Frank Adam
ELECTRIC COMPANY
ST. LOUIS

DISTRICT OFFICES

Atlanta, Ga.	Detroit, Mich.	Pittsburgh, Pa.
Baltimore, Md.	Kansas City, Mo.	Portland, Oregon
Boston, Mass.	Los Angeles, Cal.	Seattle, Wash.
Chicago, Ill.	Minneapolis, Minn.	San Francisco, Cal.
Cincinnati, Ohio	New Orleans, La.	St. Louis, Miss.
Dallas, Texas	New York City, N.Y.	Winnipeg, Canada
Denver, Colo.	Philadelphia, Pa.	London, Ont., Can.

Our Special Jobber's Proposition Will Interest The Boss. Show Him This Page.

of it on your desk, then call in your creditors. After they see all the decorations, they'll grab you by the hand, congratulate you upon your success and march out of the door without saying a word about how much you owe them.

While psychology is psychology, there's a difference. Each man practices a different brand from that of his neighbor. No two salesmen sling the same sort else when two meet, there'd be trouble. Each individual psychology slinger must keep his particular variety secret from the general public—even his wife must be kept in ignorance as much as possible, although as a general rule the wife knows more about a man's particular brand of psychology than anyone else. If you find some other man slinging psychology on about the same wave length you are slinging it on, you'll have to turn up the psychostat and tune him out—psychological interference is worse than a leaky cash register.

However, the most successful salesman is the one who can broadcast psychology on several wave lengths. This makes it possible for him to meet the psychology of a greater number and a larger variety of men and not create psychostatic. A man must have one sort of psychology to practice on the stenographer, another kind to sling at the sales manager, and a third variety to meet the general public with and a fourth to exhibit at home.

In its primitive form, psychology is the art of causing another person's mind to jump out of a rut, climb a telephone pole and shy at the insulators. Really it's an art and never should be attempted by a novice. Send a young and inexperienced salesman out on the road and there is not one chance in a hundred that he'll sling the psychology stuff in such a way as to reflect credit upon himself and his firm. He's more apt to do harm than good. Take a good salesman—one who has been rehearsing it for years—and he can get by with psychological murder and make his victim like it.

There is no excuse for a man not knowing something about psychology as applied in salesmanship. There are plenty of schools which teach it and most business firms call in their salesmen once a year at least and

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

The Railway Utility Company of Chicago is the sole distributor of Chromalax Strip Heaters for use in heating of railroad and street cars in United States and Canada.

Section showing the triple resistance coil imbedded in a refractory material. This construction gives uniform distribution of heat.

CHROMALOX

The trade mark that stands for supreme quality and value. Look for it on your new space heater.

Are Your Sales Increasing?

IF NOT— THERE'S A REASON

Chromalox Heating Units are being specified throughout the Industry because they have stood the test of time. Quality has been recognized.

Jobbers stocking the Chromalox line are reporting larger sales. You can do likewise. Write today for complete information.

CHROMALOX

Trade Mark Reg. U. S. Pat. Off.

SPACE HEATERS

SH—2150, 2 ft. 500 watts, 110 volts
SH—2250, 2 ft. 500 watts, 220 volts
SH—2255, 2 ft. 500 watts, 250 volts

$1.75 each
In Small Quantities

The new Chromalox Space Heater has increased the possibilities. Never before has such a quality product been offered at such an attractive price.

The protection for you is worthy of investigation.

Service—We ship from stock within 24 hours

Edwin L. Wiegand Co.

422 First Avenue, Pittsburgh, Pa.

Chicago Office: 20 East Jackson Blvd. Philadelphia Office: 259 N. Lawrence St. New England Representatives: Hynes & Cox Elec. Corp., 406 North Pearl St., Albany, N. Y. Pacific Coast Representatives: The Electric Material Co., 589 Howard St., San Francisco, Calif. 735 Consolidated Bldg., Los Angeles, Calif. D. H. Braymer Equipment Co., 727 W. O. W. Bldg., Omaha, Nebr.

THE SALESMAN in GREENER FIELDS

Does the field beyond look a little greener than your own?

And is it?

No, for your own field is just as satisfying; but keep more than a cocked eye on that other.

This advertisement is designed for the Jobber's Salesman and it is to him that we want to get across the thought that he isn't running true to form if he is content. It is just as well that the next field looks a little greener—for being so inviting one goes after it. The effort to get beyond the fence will itself lend pep. But in the meantime do not neglect the field you're in.

In a recent article it was stated, "we owe something to the greatest of all professions—that of getting the orders which keep our factories busy." Yes, that is true— and it is further true you owe something to yourself, and that is, TO GET ON. You'll do it by going after the greener fields; when you arrive you'll find still greener ones beyond and again beyond and beyond. And those very distant fields, not now in sight, are the ultimate aim.

In practicing your great profession don't neglect the Sales Possibilities in "XDUCT" and "ELECTRODUCT" Rigid Steel Conduit and "LOOMFLEX" Non-metallic. They lend assistance to the fields beyond; they bring repeat orders because they possess Quality and are backed by Service. If your house is alive to its opportunity, it stocks these products. Better fortify yourself with samples and literature—yours by mail for the asking.

AMERICAN CIRCULAR LOOM CO.

90 West St., New York

AMERICAN CIRCULAR LOOM CO. TRADE MARK

Boston Pittsburgh Chicago
Cleveland Atlanta
Los Angeles Portland

give them another shot in the psychological arm which makes them rise up on their toes and shout for more business. Such shots also innoculate the salesmen—particularly the young salesmen—against attacks of psychology being broadcast by the buyers who have a particular and peculiar brand which—unless the salesman is recently innoculated—will send him to the pest house of discouragement.

A well trained psychology is a wonderful thing. Properly applied it will stop a railroad train if the salesman wants to stop at a non-stop point. It will even sell automobiles, oil stocks and make a bull out of a bear in Wall Street. It's a tricky thing and must be constantly humored. Some men, to pamper their psychology, buy themselves new suits, neat ties and are particularly careful of their personal appearances because it psychologizes their psychology and amplifies it when it comes near a suspected victim.

If, after all of this discussion, you don't know what psychology is, look it up in an unabridged dictionary. It begins with a "P" but the "P" doesn't mean anything. You see, the folks who first discovered it didn't understand it very well. They weren't sure of what it was and they were a wee bit afraid to put it among the "SI's" or the "CY's" so they put it among the "P'S." The "P", therefore, is the key letter to be used in locating it in the dictionary.

* * *

Keps in New Quarters

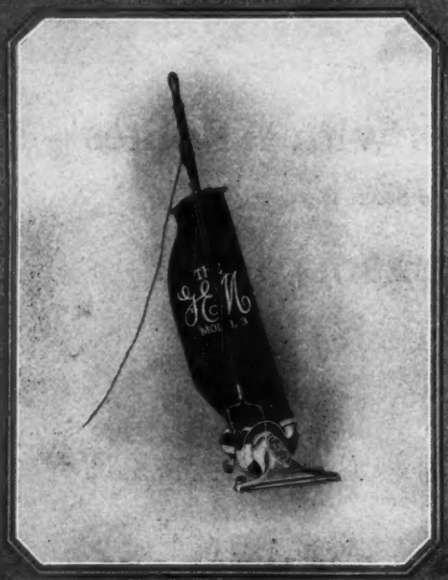
On March 1, The Keps Electrical Supply Co., Pittsburgh, Pa., moved into its new and larger quarters at 638 Grant St.

Now there's a smile for you, and if "Duke" had waited a second longer J. J. Bohning on the right would also have let in a little sunshine. Miss Ellamae Bedford is the girl. Admirers may reach her care of the Geo. D. Worthington Co., Cleveland, O. Louis J. Stutz, on the left is not with the Worthington company. He represents Fada.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

Gem Attachments

A complete 7-piece set consisting of fan case coupler which is also used as blower connection; 8-ft. hose; 6-in. tool connector; upholstery nozzle; brush, which slips over upholstery nozzle; radiator and blower tool; 24-inch extension tube. Connection made through nozzle, direct into fan case. As complete a set as furnished with any cleaner. Remarkably attractive retail price, only..... **$5.00**



The Gem Cleaner

A quality cleaner, ruggedly built. Has powerful General Electric motor; 14-inch nozzle; unusually powerful suction, efficient across entire width and at ends of nozzle for both embedded and surface dirt because of new nozzle design; trigger switch in handle; swivel rear caster; gravity oil system; wood handle; 25-ft. cord; bayonet lock bag; silver tone finish; light in weight. Retail Price only..... **$44.50**

A New Winner!

WITH A DEFINITE JOBBER POLICY

Powerful "G-E" Motor

The GEM Cleaner

Cleans with Air Only

A NEW, Popularly Priced Cleaner of Unusual Quality, for the Jobber who wants to

Dominate the Price Field with a Quality Cleaner

Here is a cleaner with which you can Dominate, on Quality, Completeness, and Price.

The new GEM Cleaner is a Straight Suction type cleaner which meets and beats competition. It has powerful, effective suction. All other claims notwithstanding, the Gem has more powerful, more efficient suction—cleans faster than any other cleaner of its type. Substantiate this yourself! Simply compare The Gem with any cleaner for efficiency, for quality construction, for 100-cents-on-the-dollar value!

The Gem Cleaner has a General Electric motor; a scientifically designed nozzle; and many other appealing conveniences. It is sturdily built. It has a fine, complete set of attachments selling at the amazingly low price of $5.00.

With this new cleaner the Jobber can absolutely dominate the Price Field in his Market—and make a very satisfactory profit!

Let us send sample for testing and approval.

Write today for details!

[To the large Distributor—we have unexcelled facilities for furnishing you with a high quality cleaner under your own name at a most attractive price. Write for details.]

The United Electric Company

Canton, Ohio

In Canada at Toronto

Also makers of TUEC Stationary and Truck Type Cleaners, TUEC Swimming Pool Cleaners, and WAXPOL Floor Waxer and Polisher.

Boost Your Sales with ABolites

(Porcelain-Enameled Steel Reflectors)

TWO-PIECE ABOLITES

AB NECK 2-PIECE DETACHABLE ABOLITE REFLECTOR

THREADED NECK 2-PIECE DETACHABLE ABOLITE REFLECTOR

HOLDER CT
Outlet Box Cover Holder. Fits all Threaded Neck Reflectors.

HOLDER EC
Outlet Box Cover Holder, with Sign Receptacle. Fits all Threaded Neck Reflectors.

HOLDER SC
Outlet Box Cover Holder with Sign Receptacle. Fits all AB Neck Reflectors.

HOLDER V
Ventilated 2-Piece Holder. Fits all AB Neck Reflectors.

HOLDER T
Two-Piece Drawn Copper Holder. Fits all Threaded Neck Reflectors.

ONE-PIECE ABOLITES

TYPE RS
Shade Holder Unit.

TYPES RHP and RHB
For Porcelain and For Brass Sockets Respectively.

TYPE RH
Heel Type Unit.

TYPE RF
Formed Neck Holder Unit.

TYPE RHA
For Aluminum Threaded Sockets.

TYPE RW
Welded Ventilated Unit.

HERE'S a range of ABolite which will cover ALL your customers' RLM lighting needs—and with minimum stock investment for YOU.

Write for Catalog 178-A

A B PRODUCTS DIVISION
THE NATIONAL SCREW & MFG. CO.
2440 East 75th Street CLEVELAND, OHIO

RELIABILITY

Setting the Right Stage for the Canvass

The salesmen of a certain western electrical house are "bears" at setting the stage right for the canvass. Where they meet the dealer may be a thing governed, to an extent, by chance, but where they get over their sales talk is determined largely by them.

Suppose they meet the dealer near the cash register, in his store, where he has been waiting on trade. He recognizes the salesman, and gives the latter a chance to introduce himself. His intentions, however, are to handle the salesman right there, where he can have an eye on customers at the same time.

These salesmen have been coached by their sales manager to transfer the scene of the canvass to a better place—the rear of the store or shop, or the dealer's office. How do they do this?

It is done largely by having some selling courage. When, early in the talk, the salesman has made a statement which has interested the dealer—something concerning which he is curious for information—the salesman says frankly, "I wonder if we can't talk it over in your office where we will be alone. I will show you—" and he leads the way.

All that is required is selling courage, and recognition of the fact that, so long as the conversation is over a counter or beside a cash register, subject to interruption, the salesman is strategically at a great disadvantage.

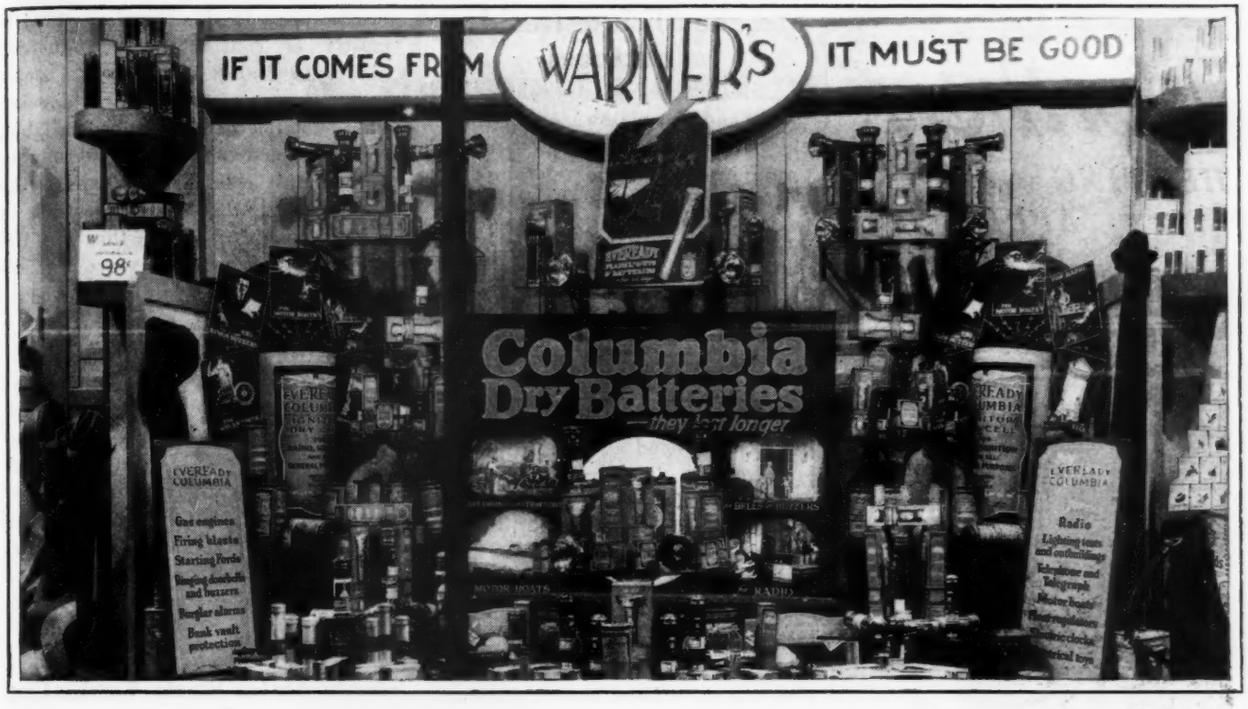
Of course, sometimes the advance to transfer the conversation to the rear of the shop or the office is a failure. Right then and there the conversation comes quickly to an end. For the one time, though, that it is poor strategy to transfer the talk to a quiet place, there are hundreds of times when it is excellent practice.

Another psychological virtue is that it persuades the dealer to concede something. As every experienced salesman knows, it is excellent psychology to secure a series of small concessions from the dealer. On top of small concessions, it comes much easier to obtain the final one.

* * *

O. B. STUBBS, president of the Stubbs Electric Co., Portland, Ore., was elected delegate to the N. E. L. A., by the Pacific Division of the E. S. J. A., at the January meeting.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."



Co-operation

"WE ARE receiving excellent returns from your products," writes E. F. Carlson, vice-president of the Warner Hardware Co., Minneapolis. "Thank you for the co-operation we are continually getting from you."

Thank you, Mr. Carlson, for the co-operation you give us in making liberal use of Eveready Columbia Dry Battery display material, and in supplying this material as well as Eveready Columbias through your wholesale department. The wise business man puts most of his energy into pushing nationally known products. That is exactly why you and we, Mr. Carlson, help each other in pushing Eveready Columbia Dry Batteries. They are the big success in batteries. They make greater the profits of the jobber as well as the retailer and are sold to the trade exclusively through jobbers.

Manufactured and guaranteed by
NATIONAL CARBON COMPANY, INC.
New York San Francisco
Atlanta Chicago Dallas Kansas City Pittsburgh
Canadian National Carbon Co., Limited, Toronto, Ontario

EVEREADY
COLUMBIA
Dry Batteries
-they last longer

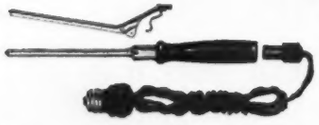
"Northern"

HEATING APPLIANCES

Jobbers and jobbers' salesmen should sell the "Northern" Line of Heating Appliances. The line is one of high quality and moderate price, making it an easy one to sell and insuring quick turnover and good profits.

The "Northern" 3-heat Heating Pad is an especially good seller. It is furnished with a two piece plug, a ten foot cord and is covered with soft eiderdown.

No. 88 12x15 in.



The "Northern" Curling Iron ranks with the best on the market in price and quality. It has a splendid reputation for service. Made in eight different styles. A good seller the year round.

The No. 99, 10" x 12" "Northern" Heating Pad is for those who desire a smaller pad with a single heat. Same standard as the No. 88.

The "Northern" Soldering Iron is made in two sizes, No. 9, 12" long, 3/8" tip and No. 3, 12" long, 3/4" tip. The No. 9 is especially adaptable for radio use as it is light in weight and can be used on the finest work.

We also manufacture the Radiant Heater with a 13" copper Reflector and the "Super" Radiator Element which is sold on a two-year guarantee.

Northern Electric Co.

2837 N. WESTERN AVENUE
CHICAGO, ILL.

Merchandising Residence Fixtures

(*Continued from Page 7*)

turers and the glassware manufacturers (with whom the jobber is now entering into profitable relations), and the lamp manufacturers are all working along the same lines.

It is vital to the success of the jobber and his salesmen, that their viewpoint be in harmony with the preceeding ideas.

All these things should combine to put enthusiasm into the jobber salesmen of today who are called upon to sell fixtures—and at least 75 per cent of them are. The matter of a salesman's enthusiasm over fixtures is generally governed by his ability to sell them, or, to put it another way, by the results of his initial efforts. It is quite generally known by those having contact with jobbers' salesmen that they constantly sell some certain lines which have aroused their enthusiasm, and push the sales on these favorites with infinitely more "pep" than they do other items handled. Along these lines, one jobber points out that 50 per cent of his men really sell fixtures, while the other 50 per cent do very little on them. His explanation in addition to the above reason, is that the salesman is swayed by the territory alloted him. If his section consists mostly of contractors or industrial plants, he feels his market is a small one, and consequently fails to develop what business there might be available. On the other hand, if he is thoroughly sold on this class of merchandise, he can convert the contractor into a dealer-contractor and in this way develop business on the fixture line his company handles.

Lutz in New Building

The L. A. Lutz Co., Mahoney City, Pa., celebrated the opening its new fireproof building by giving an industrial dinner on January 22. The officers of the company are as follows: L. A. Lutz, pres.; R. J. Lutz, first vice pres.; J. C. Metzgar, second vice-pres.; A. C. Lesher, third vice-pres.; H. J. Gregory, treas., and C. R. Myers, sec.

* * *

Pacific States Starts Ventilating Drive

The Pacific States Electric Co., San Francisco, Calif., is putting on a campaign on electrical work for new residences including an intensive drive on ventilators. This company and its branches, who are all working on the drive, are distributors for the American Blower Co. line.

Here is the basketball team representing Central Electric Co., Chicago, in the "Tri-Chi" industrial and commercial league. They show the same speed and team work in their play that they do in their work. They have lost but three games this year and go into the finals of four divisions of the industrial league and expect to come out with colors flying. Reading from left to right, they are: F. Maiman, C. Hajek, captain, J. Korak, all of the shipping department; E. Bade, service department; M. Weiss, team manager, city sales department; T. Morrison, stock department, and J. Pittner, service department.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

The Cleaner *easiest for Jobbers' Salesmen to Sell* is the one that offers the Dealer *the most Profit!*

That machine is the—

JEWEL

ELECTRIC VACUUM CLEANER

Retails for **$44.75** Attachments **FREE!**

FEATURES OF THIS BIGGER, BETTER CLEANER

- ¼ H. P. motor—air cooled.
- Non-cramping pistol grip handle with convenient push button switch.
- Full 14-inch streamlined nozzle.
- Long nozzle points to get into corners and out-of-the-way places.
- Special adjustment on rear roller to raise or lower nozzle for different rug nap thicknesses.
- Finest aluminum castings.
- Double, detachable self-cleaning brush.
- Approved by Modern Priscilla—the New York Tribune Institute—Underwriters' Laboratories.

GUARANTEED FOR TWO YEARS

The JEWEL offers dealers more profit than other machines. FREE ATTACHMENTS enable dealers to bring people to their stores and so eliminate house-to-house salesmen.

Because it offers more profit and supplies the means of getting business without extra sales cost, the JEWEL is the most profitable cleaner dealers can handle.

Strictly a jobber-dealer cleaner. Not handled under its own or any other name by direct-to-consumer mail order houses.

Two year guarantee bond with every JEWEL Cleaner

Reserve space in your next catalog. Copy, layouts and cuts sent promptly upon request. Write or wire for further details.

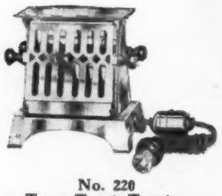
CLEMENTS MFG. CO.

625 Fulton Street, Chicago, Ill.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

YES SIR!

The SECURITY LINE Is A NECESSITY



No. 220
Turn Toast Toaster
List Price $5.00

The majority of people can't afford high priced heating appliances. You know that. Therefore it is necessary that there be a line of these appliances to meet the popular demand. This line must be moderate priced and have serviceability, as well as attractiveness and beauty.

The Security line meets this demand in every way. Moreover it is a complete line which does not conflict with the higher priced appliances. Quick Turnover, Full Profits and Satisfied Customers are insured.

$3.75 LIST

No. 215
Three Heat Pad
List Price $7.50

The Security line is nationally advertised in leading National Publications, such as the Saturday Evening Post, Ladies' Home Journal and Good Housekeeping.

Write today for our distributor Proposition

Security Electric Mfg. Co.
2635 Canton Street, Chicago Ill.

Security
HEATING APPLIANCES

Ventilating Sales Possibilities

(*Continued from Page* 12)

man, too, for that matter, and if she can be convinced that an exhaust fan will keep the air sweet and clean, she won't hesitate long in having one installed.

"Now, I have pointed out just a few individual instances where your field lies for the sale of ventilating fans. You can multiply them by as many stores and homes as you have in town, and you'll have an idea of the actual prospects there are.

"Then there are your movie houses, restaurants, biliard halls, bowling alleys, small shops, factories and foundries, lodge halls, cigar stores, candy stores and ice cream parlors, and so on and on. And don't overlook your offices. There must be hundreds of them—doctors', dentists', lawyers', real estate, banks, etc.

"In short, wherever folks live, or work, or go for their entertainment and amusement, there is a field for ventilation and the sale of ventilating equipment. It's just a case of you as a dealer going after it a little harder than usual. And you'll find it is much easier than in years gone by, since people are getting pretty well educated to the need and value of fresh air. They just need reminders and proof that they are not always getting it when they think they are.

"A little personal solicitation on your part will surprise you with the results. You will probably be quite astonished in a little trip to find how many places there are in town that are badly ventilated, and the proprietor realizes it, but does'nt know how to remedy it.

"If you can't get much time to make personal calls, you can get some pretty good results by sending out a batch of letters to your customers. Set up that fan in your store here and then invite the folks in your letter to come in and see how well it works. The recipients of your letter may not make a special trip to come in, but when they are down town on some other business, they'll remember your letter and come in and ask about 'that ventilating fan.'

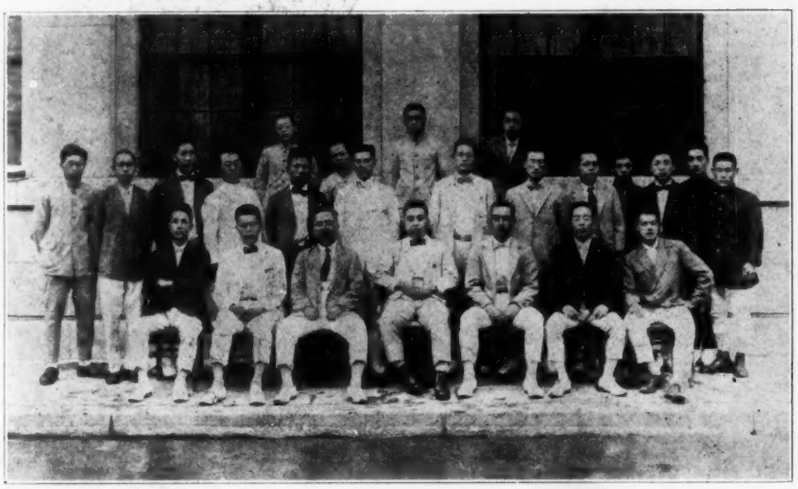
"And then you're on the way to a sale."

Cabell Electric News

The Cabell Electric Co., Inc., Jackson, Miss, now has the Inland Glass line. It has also taken on the Pittsburgh reflector line for the entire state.

This company has sold the material for the wiring of the new Rice Furniture Co. building on Capitol avenue. Chas. Koeneman's firm is doing the work. Charlie is picking off some fine jobs. Among them are the new half million dollar Third Baptist Church, a gymnasium costing $200,000 and a public school job at Winona, Wis.

Miss Norma Broutin of the company has become Mrs. Smith.



What a Japanese jobber's salesman looks like, or what a jobber's Japanese salesman looks like, or what have you. Anyway these chaps from Madame Butterfly's country are the staff of the Denshosha, Westinghouse distributors in Osaka for western Japan. The five principal officers are seated in the center. They are, starting second from left: Mr. Marutani, chief of mechanical department; Mr. Sasoo, general manager; Mr. Hagdyamd, president; Mr. Hordo, manager, electrical department; Mr. Kambashi, sales manager of the household department. Note the modern titles.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

The Mark of Quality

Firestone

FRICTION TAPE

Surpasses Every Requirement In Rigid Laboratory Tests

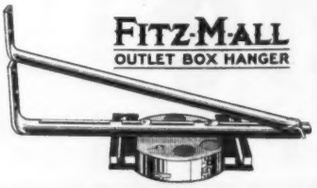
Electricians and mechanics prefer Firestone Friction Tape because its greater tensile strength permits a tighter grip for binding cables together, and a neater, more enduring job of insulation on splices. Its greater strength and adhesion make this tape also the choice of household users for mending irons, electric light cords, repairing garden hose and many other tasks.

Rigid laboratory tests prove greater tensile strength, dielectric qualities, adhesion and endurance than even the American Society for Testing Materials demands.

A vigorous, growing demand for Firestone Friction Tape makes it a profitable item—and its quality builds good will. Sold in bulk or convenient display cartons. Write or wire the Home Office at Akron, Ohio, or the nearest Firestone Branch for discounts and specifications.

AMERICANS SHOULD PRODUCE THEIR OWN RUBBER - - H.S. Firestone

TWO REAL PROFIT-MAKERS



FITZ-M-ALL
Trade Mark 193347

The Fitz-M-All Outlet Box Hanger and the Kruse Switch Box Supporting Strips are two good sellers. They are popular with the thousands of contractors who use them because they possess many unique advantages.

They save installation time and money. These are the chief features and the reasons why they are going over so big. Remember these points when you go to your trade for orders.

Get in line with this fast-selling line and we'll guarantee you that you'll profit by it.

The Fitz-M-All and Kruse are stocked by over 400 jobbers whose sales on them are steadily increasing. Samples sent on request —address Desk A.

MID-WEST METAL PRODUCTS CO.
Muncie Indiana

Emerson Ceiling Fans

Twenty-eight successful years behind them

The Pioneer A.C. Ceiling Fan

Emerson ceiling fans are the only ceiling fans sold with a 5-Year Factory-to-User Guarantee. A Guarantee that is based on fundamentally correct design and painstaking attention to detail at every stage of production.

The complete line of Emerson ceiling fans includes standard 56" sweep, 4-blade, 3-speed types of large breeze power for A.C. and D.C. a 32" 6-blade fan for 110 volts, 60 cycles in dark mahogany finishes and a 48" sweep 4-blade fan for 110 volts, 60 cycles, in French Gray finish.

All Emerson ceiling fans except the 32" sweep, furnished complete with adjustable hanger.

Several bulletins giving interesting information on Emerson ceiling fans will be sent on request.

The Emerson Electric Mfg. Co.

2018 Washington Ave., St. Louis, Mo.

50 Church St., New York, N. Y. 608 S. Dearborn St., Chicago, Ill.

Those Uncalled-On Customers

"Jones is a crab. I'll pass him up."

"Black never buys anything worth mentioning. I'll skip him this time."

"I don't call on the little fellows. They are not worth while. This busy little bee buzzes from one big flower to the next big flower. That's the way to get honey!"

"There's no use in my trying to sell White Brothers. They're not my kind of men. I couldn't sell them in a million years."

"I'll not call on Johnson this trip. I could sell him an order all right, but the house ought not to sell him. He owes us more money than is right already."

There are good reasons, and poor excuses, for not calling on dealers. Good reasons like the last one quoted are comparatively rare. Salesmen for insufficient reasons are "passing up" thousands of dealers every working day in the year.

The story is told of the new salesman whose sales volume was a subject of astonishment for his employers. They investigated, and the basis of the record came out. The salesman simply was systematically calling on trade which other salesmen did not call on. He was hitting dealers out near the edge of car lines, starting at towns which most salesmen pass up, calling on men that "couldn't be sold"—and every little while selling one of them. Yes, he hit the big fellows, the convenient stores, too—but he got his cream among the stores which were uncalled-on as regards the traveling fraternity in general.

The most human of practices, when a salesman has called on a dealer several times and never received a crumb of encouragement is to "lay off," placing the dealer on the uncalled-on list. Salesmen not familiar with "thirty-third degree stuff" of their job repeatedly do this. It is a human thing. Moreover, a salesman can easily imagine that it is a thing of good judgment. Can he spend his time to better advantage than calling on a man he is unlikely to sell?

In practice, as houses with an enormous aggregate experience in selling through salesmen know, the keen course is to continue to call on the dealer. Some houses have a mentioned rule, based on experience, that a salesman shall continue to call on every dealer who is a desirable cus-

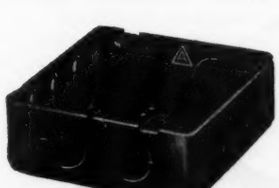
"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

Type "C" Rectangular Unilet with Rectangular Porcelain Receptacle

Type "T" Rectangular Unilet with Plug Receptacle

No. 527-L Box 3½" Diameter ½" Deep, with 4 Knockouts for Loom or BX and Two Clamps

Type "FEB" Entrance Fitting with Combination 2 and 3-Wire Cover



4-S-½ Square Outlet Box

Appleton One-Screw Conduit Clamp

This is the Appleton straight box connector. Other shapes and sizes for all needs.

Instantly clamps the cable *and holds it—for good!*

One of the many Appleton time and money-savers.

A turn of the screw-drivet and down comes the clamp on the armored conductor. The projection on the bottom of the clamp is forced against one side of the conductor, the projection on the inside of the hub takes firm hold on the opposite side of the conductor.

Result: A tightly and *permanently* held cable. Yet so held as to prevent injury to the conductor and its covering.

Due to its adjustable screw-clamp, it will firmly hold the new, small size conduit.

The last thread on the screw is stripped so that the screw can never come out and be lost.

The screw-hole is centered so that connector will not turn when screw-driving force is applied—so often the trouble where off-center screws are used.

Made in sizes and shapes for all uses with all cable conductors. Write for information on this time-saving, Appleton-quality fitting.

APPLETON ELECTRIC COMPANY

1705 *Wellington Avenue* • *Chicago, U. S. A.*

New York—265 Canal Street Los Angeles—340 Azusa Street

APPLETON UNILETS and CONDUIT FITTINGS

STANDARD FOR BETTER WIRING

A "TIMELY" SUGGESTION

"RELIANCE"

AUTOMATIC TIME SWITCH

Offer the "RELIANCE" Time Switch to your trade. They will be interested because for more than sixteen years the "RELIANCE" Time Switch has proven itself to be absolutely reliable and dependable.

Its simple construction, high quality materials and accuracy of manufacture place this time switch on a par with any other on the market for performance and service.

Every switch is guaranteed for one year. It is made in 12 different sizes for 10, 20, 30 and 50 amperes and priced from $28.00 to $36.00 list. This switch is approved by the National Board of Fire Underwriters.

"RACINE"

AUTOMATIC TIME SWITCH

A lower priced Eight Day Time Switch for ON and OFF window lights, signs, bill boards, apartment house hall lights, etc.

Made in two sizes, 10 and 20 amperes, selling for $19.50 and $23.00 list. It is made largely of "RELIANCE" parts and bears the same guarantee.

RELIANCE AUTOMATIC LIGHTING CO.

1907 MEAD STREET

RACINE, WISC.

tomer, except by special instructions otherwise from the house.

Of course, occasionally a salesman finds a dealer who for some reason or other seems to have a special dislike for him. The dealer manifests his dislike in a way not to be misunderstood. Sometimes the situation comes after the dealer has been the salesman's customer. Every sales manager realizes how, with the best of salesmen, such conditions arise. So he does not hesitate to relieve the salesman from the duty of calling on the store—he has specific permission to pass it up. However, such instances are comparatively rare. When the store is one which simply has not bought, and whose account is desirable, the regular call is the proper thing. There is never any telling when that store may become dissatisfied with present buying connections and give the persistent salesman an order. Many cases are on record of men who have called for scores of times on a store, without a single order, and then secured the total patronage, held for years.

Once a salesman has had an experience of this kind, he is thoroughly sold on the judgment of calling and calling and calling on the store which does not buy.

Suppose a store has a buying connection of many months standing. How can a salesman expect in one or two calls to buck that and get consideration? The only way he can hope to make progress in such entrenched cases is through many calls.

One of the most deadly habits a salesman can get into is deciding in advance that a dealer will not buy of him. That is an absolute certainty, of course, if the salesman does not make the call. No salesman ought to let himself become a forecaster, except as he forecasts that it will be worth his while to call on trade. Let any successful salesman go back over several weeks of work, and pick out the cases in which he has been surprised at the turn of events in actual selling interviews, case after case it is safe to say, the man has made sales where he did not expect to, or made large sales where he expected only little ones, or sold easily a man who he thought would be hard. These things are a condition of selling. The wise salesmen take advantage of the fact that what will come out of the box, so to speak, nobody knows, and

Jobbers and Jobbers Salesmen

Remember These Points When You're Calling on Your Trade for Insulator Sales.

Sell Them Hemingray

Their efficiency has been established over many years of long and satisfactory service.

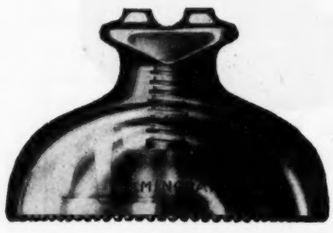
They combine the qualities of durability, uniformity and low cost.

They are known universally to the trade.

They are immediately available for prompt shipment.

They are particularly suitable for all low and medium voltage lines ranging from 2300 to 15000 volts.

These Points Will Make Hemingray Glass Insulator Sales for You.



HEMINGRAY GLASS COMPANY

MUNCIE, INDIANA

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

American Blower Sales Helps *are free!*

This valuable stand is a real live sales getter. It can be used in a dealer's window in motion to attract passersby, or placed on a salesroom floor and used as a demonstration stand. It ties right in with the advertising effort being put forth by the American Blower Company to increase dealers' sales. It is ruggedly constructed to last indefinitely and it is FREE to American Blower dealers.

These attractive window and counter cards designed for use in dealers' salesrooms are also free, and with the display stand, they make a very handsome window, which will assist in making sales.

The American Blower Company, in line with its policy of giving every possible sales help to dealers, not only furnishes display stands, window and counter cards, but also supplies dealers with interesting and attractive literature, banners and countless other sales helps free of charge.

A great number of the largest and strongest electrical dealers in the country are "cashing in" selling American Blower Fans with these sales helps. With the 1926 merchandising and advertising effort of the American Blower Company, every dealer should be interested in an American Blower franchise.

AMERICAN BLOWER COMPANY, DETROIT
BRANCH OFFICES IN ALL PRINCIPAL CITIES
CANADIAN SIROCCO COMPANY, LIMITED, WINDSOR, ONTARIO

515

American Blower

"Sirocco" VENTILATING, HEATING, AIR CONDITIONING, DRYING, MECHANICAL DRAFT

MANUFACTURERS OF ALL TYPES OF AIR HANDLING EQUIPMENT SINCE 1881

6 Amps.
125 V.
3 Amps.
250 V.

No. 61

Levolier

Conduit Box Switch

Controls Lamps Individually

This sturdy and economical little switch can be installed at very low cost. The miniature knife-switch mechanism means sure and positive action. Never gets out of order. Out of the way, out of sight, but always convenient.

"Best You Can Find of the Ceiling Switch Kind"

One switch for your customer to stock for many purposes.

Can also be used in ceiling pans, canopies, etc., in addition to outlet boxes. Each switch supplied with 10 feet of linen cord and composition ball. Comes complete ready to install. Very easy to wire. The Levolier Fixture Switch is approved by the Underwriters' Laboratories, by electricians and by Industry itself.

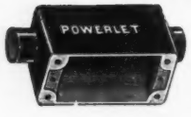
Send for new Descriptive Bulletin

Levolier
Pull Sockets
Pull Hooks
Conduit Box
Fixture, Lever, Pull
and In-Between
Switches
Slickers

McGILL MANUFACTURING CO.
Electrical Specialties of Quality
ESTABLISHED 1904
VALPARAISO · INDIANA

Lamp Guards
Lamp Coloring and
Frosting
Soldering Flux
Blow Torches
Lamp Changers

POWERLET



SWITCH BOX SERIES

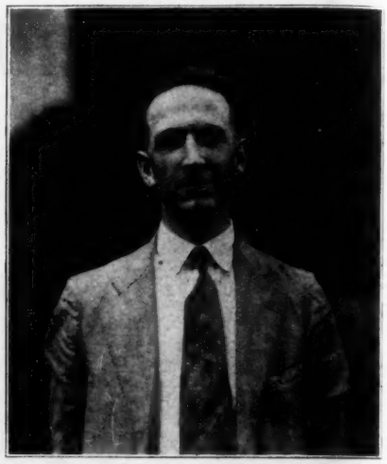
The Powerlet Switch Box Series were designed to provide a suitable mounting fitting for the wide range of flush switches and receptacles found on the market. They are made in deep and shallow types, in single and two gang. Twenty different types for ½ in. and ¾ in. conduit are made, having large wire chambers for insulating and taping wire joints and a complete line of steel covers is provided.

The conduit hubs are an integral part of the body so that rigidity and alignment are assured.

If you haven't one of our handy pocket size Powerlet catalogs write us for one. It will help you select the correct type for your customers requirements.

MULTI ELECRICAL Manufacturing Co.
1848 W. 14th St.,
CHICAGO, ILL.

MULTI



R. W. Loveland of the Electrical Supply Co., New Orleans, La., has plenty of enthusiasm, properly distributed between his business and pleasure. Mostly, he likes a large profitable order.

makes the maximum number of calls.

It is a fact that the history of the rise of many of the smaller businesses in this trade is a history of a house which cultivated assiduously, dealers which the bigger, established houses were not cultivating.

A salesman may reply, "I am given two weeks in which to cover my territory. I cannot call on every dealer in that time. I must do some picking, and I pick the best trade."

Of course, that condition ought not to exist, but when it does the question arises: is there not a call for a reduction of the salesman's territory? It is seldom to the profit of a house to give a salesman so much territory that he can only hit the high spots in it. Again and again in such situations, houses have reduced territory, greatly increased their sales and profit—and, incidentally, the net earnings of the salesman. When the uncalled-on dealers are visited regularly, they make money for the house and the salesman.

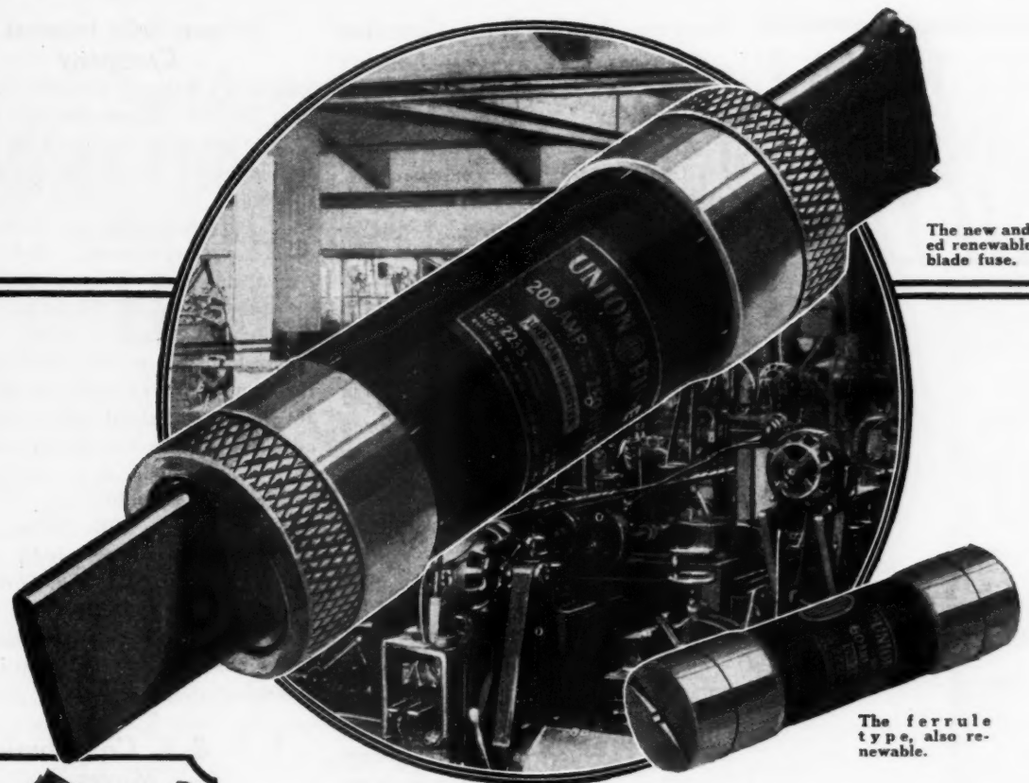
* * *

Strother With Standard

Charles R. Strother, formerly salesman for the Post-Glover Electric Co., in West Virginia territory, is now representing the Standard Electric Stove Co., of Toledo, Ohio, in West Virginia, North Carolina, Tennessee and eastern Kentucky.

Mr. Strother is a practical electrical man, having risen in the ranks from heavy construction work. He has been representing Post-Glover Electric Co., in West Virginia, for many years and is well known there.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."



The new and improved renewable knife blade fuse.

The ferrule type, also renewable.

Notice the straight line construction and the heavy fibre bar that rigidly holds the knife blades in permanent alignment.

Full sized openings in both ends of the casing make easy cleaning and inspection.

The link is notched at each end to facilitate renewal. Bolts not removed — preventing loss. No threads exposed to be clogged by molten metal.

True Guardians of Electrical Equipment

Continuous service from electrical equipment in the modern factory depends upon the fuses.

Short-circuits and overloads are liable to occur at any moment. When they do, expensive machinery and motors must be protected.

UNION RENEWABLE FUSES

insure positive protection against damage from these causes.

They blow accurately and are easily and quickly renewed.

They are the kind of fuses that once sold to your dealers, they will bring you repeat business.

CHICAGO FUSE MFG. CO.

INCORPORATED 1889

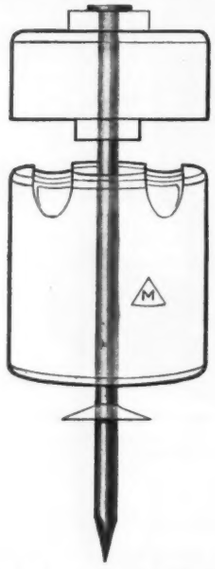
Manufacturers of Electrical Protecting Materials and Conduit Fittings

1519 W. 15th St., Chicago

UNION RENEWABLE FUSES

JUST WHAT HE WANTS

TRADE Bull Dog MARK
REGISTERED



HERE IS A SUGGESTION THAT WILL HELP YOU SELL MORE SPLIT KNOBS

If you will show your dealer the Bull Dog Split Knob and let him compare it with any other that he may have in stock he will soon tell you that the Bull Dog is the one he prefers and wants.

The Bull Dog's superiorities over other split knobs include: a longer cement coated nail; a genuine leather washer; a metal assembling washer; wire ways that grip but do not tear; the projection on the top piece, the recess on the bottom piece; uniform, nonporous and stronger porcelain.

TRADE Bull Dog MARK
REGISTERED

ASSEMBLED
Split Knobs

Our aim is to give the trade the best split knob on the market. Electrical contractors and our customers tell us that we have been successful in accomplishing this.

ILLINOIS
ELECTRIC PORCELAIN CO.
MACOMB, ILLINOIS

Burgess Again With Granden

W. L. Burgess, who was formerly president of the Granden Elec. Co., Omaha, Nebr., is again associated with the company as secretary and will take over the management of the retail fixture department. Mr. Burgess has not been connected with the electrical business for the last five years, but has kept well informed and posted as to the changes and improvements and has taken a hold like an old-timer.

F. C. Burkhart, who was connected with the company as salesman for a number of years, is back as a fixture salesman. Mr. Burkhart has not been connected with the electrical business since 1918, but he also has kept tab on current events.

* * *

Delinquent Accounts

The accompanying tabulation shows the number of delinquent accounts, the total amounts and the average amounts as reported to the National Electrical Credit Association by member manufacturers and jobbers, through its various divisions, for January, 1926, as compared with the same month the previous year. Also these figures are shown for the 12 months periods of 1924-5 and 1925-6.

Schoen Sells Interest In Company

Geo. F. Schoen, former vice-president of the Gilham-Schoen Electric Co., Atlanta, Ga., has sold his interest in the firm. The new set up is as follows: P. C. Gilham, president; H. E. Durham, vice-president; S. C. McCarny, secy.-treas., and E. E. Floyd, manager of the merchandising department. H. W. Flake also bought part of Mr. Schoen's stock.

This company now has exclusive distribution in Georgia on the Moe-Bridges and Inland Glass lines. In addition Hamilton-Beach cleaners have been added. A regular jobber's catalog will be published.

New salesmen with Gilham-Schoen are C. R. Franklin, middle Georgia and H. H. Hunter, who covers the entire territory specializing in merchandising items, appliances, etc. R. M. Dobbs is still carrying on in South Georgia.

* * *

E. S. & E. Co., Charlotte, Moves

The Electric Supply & Equipment Co., Charlotte, N. C., has moved into its new quarters at 421 Penman St. The building which has a floor space of 15,000 sq. ft., cost approximately $50,000.00.

NUMBER OF ACCOUNTS REPORTED

DIVISION	January 1925	January 1926	% Increase or Decrease	12 Months 1924-5	12 Months 1925-6	% Increase or Decrease
New York Elec'l Credit Ass'n Headqu'rs New York	308	291	—05.5%	4110	4112	+.00048%
Electrical Credit Ass'n, Middle and Southern Atlantic States, Headqu'rs Philadelphia	177	161	—.09%	2796	2679	—4.1%
Electrical Credit Ass'n, New England Division, Headquarters Boston	65	104	+.6%	737	1024	+3.8%
Pacific Coast Elec'l Credit Ass'n, Headquarters San Francisco	22	30	+36.0%	271	249	—8.1%
Electrical Credit Ass'n, Central Division, Headquarters Chicago	764	753	—1.4%	10300	10510	+.02%
TOTAL	1336	1339	+.0022%	18214	18574	+1.9%

TOTAL AMOUNTS REPORTED

	1925	January 1926	% Increase or Decrease	12 Months 1924-5	12 Months 1925-6	% Increase or Decrease
New York Div	$ 42,186	$ 37,435	—11.2%	$ 598,029	$ 576,211	—3.6%
M. & S. A. Div	43,696	15,659	—64.1%	336,532	307,865	—8.5%
New England Div	6,577	9,614	+ 4.6%	79,559	107,513	+3.5%
Pacific Coast Div	2,775	4,764	+71.6%	33,972	33,779	—3.4%
Central Div	102,989	91,566	— 1.1%	1,216,149	1,297,533	+6.6%
TOTAL	$198,223	$159,038	—19.7%	$2,265,241	$2,322,901	+2.5%

AVERAGE AMOUNTS

	January 1925	January 1926	12 Months 1924-5	12 Months 1925-6
New York Div	$137	$130	$146	$140
M. E. S. A. S. Div	246	97	120	115
New England Div	101	92	108	105
Pacific Coast Div	126	155	129	135
Central Div	134	121	118	123

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

Salesmen! Here's how Your Dealers can

Meet the "Trade In" Problem SQUARELY

Get Quick Turn Over - *and* Real Profit *with the*

Hamilton Beach *Vacuum Sweeper*

and the $12 50 TRADE IN ALLOWANCE

THERE is no use side stepping the "Trade In" Problem. It must be met if your dealers are to get the business of present owners of electric cleaners who want new machines but just won't throw away their present ones. And you know how tremendous this market is.

Right now Hamliton Beach Dealers are offering the owner of any electric cleaner an allowance of $12.50 on her old machine, regardless of make, condition or age. No red tape—no strings. It's a clean proposition because Hamilton Beach takes these "trade ins" off the dealers' hands.

And remember, these "Trade In" cleaners are **not** reconditioned and dumped at cut rate prices, killing prospects for **full profit sales.** We scrap them and put them entirely off the market.

The Hamilton Beach De Luxe cleaner is known the world over for its Quality. It's nationally advertised too in The Saturday Evening Post, Ladies Home Journal and Good Housekeeping.

The margin of profit is Big—the largest dollars and cents gross profit of any machine built. In addition we furnish a complete line of proven Dealer Sales Helps.

Ask Your Sales Manager

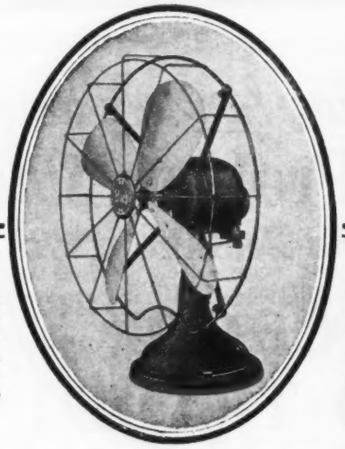
for details of the Hamilton Beach **Sales Plan.** It's going to be a hard proposition to compete against, so see your dealers get it. This is the greatest proposition ever offered in the history of the cleaner business.

Hamilton Beach Mfg. Company

Racine, Wisconsin

Manufacturers of Vacuum Sweepers, Home Motors, Tailor & Jeweler's Lathe Motors, Bench Grinders & Polishers, Drink Mixers, Vibrators and Hair Dryers.

DIEHL FANS



There is a Diehl Fan for every need from the 9 inch size to the new wonderful 16 inch size. Diehl Fans are made in both oscillating and non-oscillating models for use on all commercial circuits.

The new 16 inch Diehl Fan will appeal to fan buyers because of its noiseless operation, attractive appearance, ruggedness and the great volume of air it moves. This fan will be the selling sensation of the coming season.

COMPLETE RANGE OF STYLES AND SIZES

Alternating current—direct current
Oscillating Non-oscillating
Nine—Ten—Twelve—Sixteen Inch
Ceiling Fans—Exhaust Fans

DIEHL MANUFACTURING COMPANY
ELIZABETH, N. J.

ATLANTA BOSTON CHICAGO DETROIT NEW YORK PHILADELPHIA

DIEHL

BUILDERS OF MOTORS AND FANS FOR MORE THAN THIRTY-SEVEN YEARS

TRUMBULL "TEM"
Talks to the Jobbers' Salesmen

Do you ever get tired of talking?

Perhaps, but you never tire of receiving an order.

Just stick that little "E. W." Switch in your overcoat pocket and show it to each one of your customers on the next trip and save your breath.

This "midget" is only 6"x3¾", but you can bet it is some loud speaker.

Everyone realizes at a glance the advantage of being able to remove the entire switch and yoke as a unit—held by two screws only.

30 A. Single Fuse 125 V.

No. 5790
Box 6"x3¾"
List $1.25 Each

And, say, don't forget to call on those manufacturers of oil burners and refrigeration systems —THEY NEED THIS SWITCH.

Discounts—Schedule C-1

THE TRUMBULL ELECTRIC MFG. CO.
PLAINVILLE, CONN.

New York
114 Liberty Street
Boston

Chicago
2001 W. Pershing Road
Philadelphia

San Francisco
595 Mission Street
Jacksonville, Fla.

This is the new home of the Empire Electric Supply Co., 1510 Preston Ave., Houston, Tex. It is three stories, finely constructed and the inside arrangement is unusually modern. Light, ventilation and roominess all contribute to speedier handling of business.

Power on the Farm

A very large portion of the jobbers' business comes from the small town communities, particularly through the middle west. As the farms become electrified to a greater extent they will represent a growing source of revenue to the jobber. There is a great deal to be done, however, before the dormant rural market for things electrical is fully awakened, as pointed out by Owen D. Young, before the American Farm Bureau Federation.

"It is estimated," said Mr. Young, "that 49,000,000 h. p. of energy is required to run the farms of this country. That is about one and one-half times as much as is required to run our industries. Approximately one-half of it is supplied from animals. Four per cent is supplied from electricity, and the remainder is supplied from the gasoline engine, the steam engine, and the windmills. I wish it were possible for me to hold out the hope that electricity could supply this vast power for the farmers, and so by putting greater power back of the worker on the farm, as it does in industry, diminish the cost of production and increase the earning power of the worker. In the present state of the electrical art, electricity can not hope to supply a large percentage of the farmer's power. That is the reason why I said at the beginning and repeat now, that I fear we can not make directly through the electrical art a major contribution to the profits of the farm, or offer a solution of its economic problem. We can, however, do something in that direction, especially in irrigation applications.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

Clearsite Fuses

The greatest development in design and performance in plug fuses since the screw shell type has been in use.

Made only by the pioneer manufacturer who blazed the trail of adoption and use of Renewable Fuses to the end of securing "approval" by the Underwriters' Laboratories, Inc., and the great American public.

Economy Fuse & Mfg. Company

CHICAGO, U. S. A.

MICABOND
THE STANDARD MICA INSULATION

MICABOND TAPE—the ideal insulation for small diameters and emergency repairs.

The Better the Insulation the Greater the Sales

Dependable service is the object of every manufacturer of an electrical product and the basis of profit for manufacturer, jobber and dealer. Dependable service is impossible without good insulation.

MICABOND—the standard mica insulation has served the electrical industry with unfailing dependability and absolute uniformity for 27 years. For manufacturer and jobber alike it assures better service, greater sales and increased profits.

Send for a copy of "MICABOND—the Modern Mica"

CHICAGO MICA CO.
428 CAMPBELL STREET
VALPARAISO, IND.

PHILADELPHIA
CHESTNUT *and* 39*th* STREET ~
Hotel Pennsylvania
Fireproof - Unrestricted Parking

600 Rooms
500 Baths

Half minute from center of activities in very good residential location

Rooms with running water **from $2.50 per day**

Rooms with private bath and shower **from $3.50 per day**

Food and Service the best

Near West Philadelphia Station Pennsylvania Railroad

Braid Recovers from Fire Loss

On the morning of December 31, the Braid Electric Co., Nashville, Tenn., was visited by a fire in which damages exceeded $40,000. The fire started in the radio testing room on the second floor and was first noticed by an employee of one of the electrical and radio dealers in town who, on seeing the smoke coming from the windows, at about two o'clock in the morning turned in the alarm.

As the building is of reinforced concrete construction, the loss was confined to the second floor except for water damages. On this floor was stored the radio stock, fixtures and lamps. Approximately four thousand radio tubes, three hundred radio sets, four hundred loud speakers and all fixtures were destroyed.

Splendid co-operation was given by the other jobbers in town, and replacement orders which were wired to the various manufacturers received the "right of way," arriving within two or three days.

* * *

Evansville Jobber Remodels Building

The Lake States General Electric Supply Co., Crescent City Division, Evansville, Ind., is remodeling its offices, enlarging its sales department and increasing its stock rooms.

* * *

N. E. L. A. Convention at Atlantic City

For the seventh time since its organization in 1885 the National Electric Light Association goes to Atlantic City, May 17-23, for its annual convention. Preparations are being made by association officers for an attendance of seven thousand people connected with the electrical industry.

Another lost, strayed or stolen picture from the Carter Electric Co., Atlanta, Ga. At the left is J. J. Perry, sales manager; center, R. A. Clarke, service manager; right, G. D. Adair, manager, lamp department.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

TRADE MARK
RACO
REG. U.S. PAT. OFFICE.

For Satisfied Customers and Quicker Sales— Push "RACO"

Box Hangers and Set-Up Boxes
Outlet Boxes and Covers
Switch Boxes

Both regular and patented supporting types
Ground Clamps

Best Workmanship and Finish
Conveniently Packed and Labeled
Approved by Users Everywhere

Illustrations show only part of our lines

We make a complete line to meet requirements of every type of installation

"Raco" Bar Hanger Patented March 18, 1913

ROACH-APPLETON MFG. CO.

3440 North Kimball Avenue, Chicago, Ill.

BRANCHES: BOSTON DETROIT LOS ANGELES MINNEAPOLIS MIAMI NEW YORK PHILADELPHIA PORTLAND CLEVELAND INDIANAPOLIS ST. LOUIS PITTSBURGH SEATTLE VICKSBURG

"RACO" Boxes and Hangers

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

The Evils of Price Cutting

By L. G. MAMPLE

Sales Mgr., Northwestern Electric Equipment Co., St. Paul

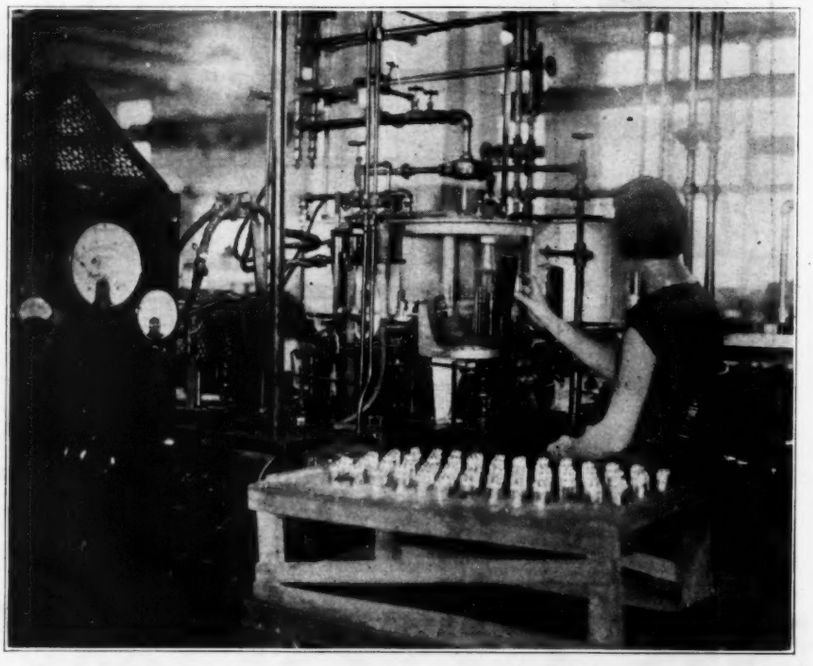
To suggest a solution of this evil is some task in view of the fact that countless hours have been spent by countless people trying to solve the problem, and we are today in about the same position, so far as price cutting and its relation to merchandising in any line is concerned, as we were 20 years ago.

Of all the evils of any kind in any industry it is my belief that the most vicious of all is that of price slashing, or price cutting. I have yet to see the price cutter who, over a long period of time, has been a success in the merchandising field. There is a great deal which is misleading about cutting the price to stimulate business. A surprising volume must be accomplished to gain the same volume in dollars to balance the effect of selling at reduced prices. On a 25 per cent margin a 5 per cent cut calls for 18⅔ per cent more volume; a 10 per cent cut calls for 50 per cent more volume; a 15 per cent cut calls for 75 per cent more volume. With a cost of $75.00, at a selling price of $100.00, a 10 per cent cut gives $90.00 sales or a $15.00 profit. Sales must then be increased two-thirds to get back the other $10.00 profit, or half, if it is figured from the original $100.00 basis. It is necessary to sell $118.75 to make a 5 per cent cut.

Usually a 5 per cent cut is not a sufficient appeal to a consumer and it is therefore necessary to make a much larger cut and a much greater sacrifice of merchandising profit than can possibly be accomplished in increased sales. There is, in my opinion, only one other way that this loss of merchandising profit can be overcome, and that is by shortcutting the service rendered to the consumer. This is something that the consumer very rarely takes into consideration when buying from a cut-price organization, but it is something that everyone of your legitimate dealers should be constantly pointing out to their patrons.

It must be remembered that all manufacturers in setting the price of their product to the consumer have taken into consideration all of the links in the chain of economic distribution, including all of the important factors of service to the consumer, such as technical service, demonstrations, partial payment accounts, intangible losses, cost of accounting, rent, light, heat and all of the many other things with which we are all familiar. In radio, one of the very important things it is necessary to take into consideration is the factor of completely servicing the set so that the customer is ultimately satisfied and is an aid to future sales to his many friends who listen in on his set. All of these factors are of grave importance to the manufacturer and jobber and account for the large spread between dealer cost and selling price.

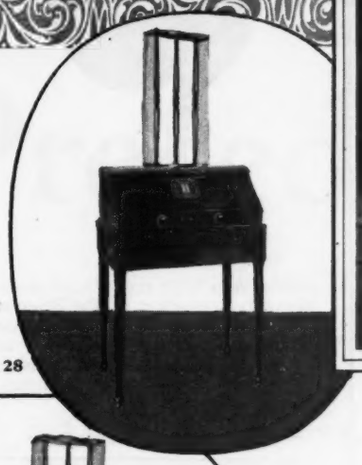
It is important that every dealer understand that if it were possible to render satisfactory service to the consumer at a smaller margin of profit, the manufacturer would not allow the dealer the margin that is set up and which often permits temporary price cutting. The problem, however, is not one of whether the dealer himself should take the initiative in price cutting, but what he is to do when his competitor cuts the price on some line of merchandise which he is selling at retail. It seems to me that this problem can be answered only by analyzing the individual circumstances. I have often seen in the larger cities a large number of dealers who follow the lead of some "gyp" dealer in cutting the price on a line of merchandise on which they have been enjoying a very satisfactory profit, simply because the "gyp" had taken the initiative in cutting prices. On analysis it was found that this "gyp" had a



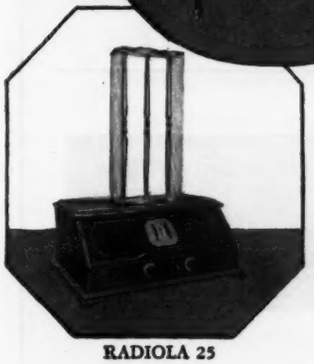
One radio tube a minute every minute of the working day is the record set by the radio tube factory of the Westinghouse Lamp Co. at Bloomfield, N. J. In particularly busy times the production of RCA and Cunningham tubes in this plant is even greater. The accuracy and dependability of the modern radio tube is due to the unerring automatic machinery on which almost all the work is done, and to the dozens of tests the tube goes through before it is finally wrapped.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

RADIOLA 30



RADIOLA 28



RADIOLA 25

RCA Radiolas are permanent values

The present day Super-Heterodyne is the basic circuit of the future.

• • •

Uni-control, and A. C. drive, have achieved utmost simplicity.

• • •

The catacomb construction means years of service.

• • •

The quality of performance means years of satisfaction.

RCA Radiola

MADE · BY · THE · MAKERS · OF · RADIOTRONS

RADIO · CORPORATION · OF · AMERICA · NEW YORK · CHICAGO · SAN FRANCISCO

New Radio Products, Illustrated

The "E-Z Toon" group control is manufactured by the Kurz-Kasch Co., S. Broadway and Morris Ave., Dayton, O. This control has been designed so as to group two or more tuning units to provide a master dial control. At the same time a vernier adjustment of each of the tuning units may be made. The equipment is marketed in kits, including all the necessary parts for changing over an ordinary three-dial set to master control tuning.

The horn type reproducer shown above is a product of the Selector Co., 2005 Sixth Ave., Seattle, Wash. It has a non-resonant all aluminum gooseneck horn finished in black. It is 22½ in. in height and has a 14-in. bell.

The model WG-10 "Majestic" reproducer is a product of Grigsby-Grunow-Hinds Co., 4540 Armitage Ave., Chicago. The specifications are as follows: height, 22 in.; bell diameter, 13 in.; cord, 5 ft.; base finished in lacquer; horn finished in ebony, and volume adjustment control.

The dual tube charger illustrated above is being marketed by the Zinke Co., 1323 Michigan Blvd., Chicago. It is wired in multiple and uses two regular 2½ amp. tubes. If one tube burns out the other is available for charging at 2½ amp., instead of 5 amp., when both tubes are used. Another product of the company is the "B" eliminator which utilizes the full wave of the 110 volt alternating current which conserves the life of the tubes used for rectification.

The "Standard Five" shown above is manufactured by the Stanrad Corp., New York. This five-tube set is built in a sloping front mahogany finished cabinet. A clarity control clears out all set noises. Straight line frequency condensers are used in the construction of the tuning circuit.

A new type trickle battery charger is being developed by the Acme Electric & Mfg. Co., 1444 Hamilton Ave., Cleveland, O. A two-amp. bulb is used and the charger delivers from one-half to one amp. of current continually. The consumption is from 25 to 40 watts. It is enclosed in a steel case, finished in crystalline lacquer, and is mounted on rubber feet.

The Federal Radio Corp., Buffalo, N. Y., is manufacturing the five-tube receiver shown above. It is of the tuned radio-frequency type, three tuning dials logging practically together. It is adapted for either wet or dry battery tubes. The cabinet is finished in brown mahogany.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

Precedent *vs.* Profit!

Which one is winning first place in your establishment?

Federal ORTHO-SONIC Retailers are all backing *Profit*—and are winning!

Are you sticking to *Precedent* and packing your stock away in mothballs for the long hibernating period? Or are you a Federal S & S Retailer, receiving splendid factory and wholesaler co-operation, doing a good business and making a *profit?*

If you have not investigated the ORTHO-SONIC proposition, it will pay you to get in touch with the Federal Wholesaler in your district and let him tell you how Federal Retailers make money the year round.

Federal demands no signed contracts from the trade. Federal's word is always sufficient. Federal sales and advertising service—duplicated by no other manufacturer—is put behind Federal Retailers at all times.

You are assigned territories that protect your profits. Discounts allowed permit you to make good money.

In addition, the Federal ORTHO-SONIC line is complete—a model to fit every purse and purpose. The receivers have been acclaimed the greatest advance in radio by music lovers and radio fans alike. They are contained in beautiful cabinets of choice selected woods. And ORTHO-SONIC receivers sell at popular prices.

These are a few of the many reasons why you should join the Federal Retailer Organization. If you do not know the Federal Wholesaler for your territory, write and ask us to tell you how you may join us, and receive the advertising and sales help given preferred retailers on our S & S list.

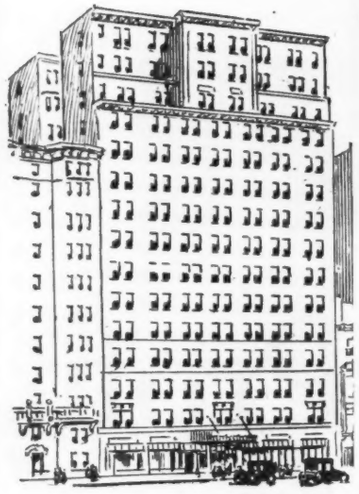
FEDERAL RADIO CORPORATION, *Buffalo,* N. Y.

(Division of Federal Telephone and Telegraph Company)

Operating Broadcast Station WGR at Buffalo

Federal ORTHO-SONIC Radio

"Rivaled Only by Reality"



400 Rooms—400 Baths

New York's Newest Hotel

HK

Hotel Knickerbocker

120-128 West 45th Street

A LOCATION unsurpassed. A few seconds to all leading shops and theatres. Away from the noise and bustle, and still convenient to everything. Between Grand Central and Pennsylvania Terminal.

Rates
$3 to $5 per Day

JUST EAST OF BROADWAY AND TIMES SQUARE

1. The Jobber's Salesman is the only newspaper of the jobbing branch of the industry.
2. It is the only clearing house for ideas and sales suggestions of those engaged in the jobbing branch of the industry.
3. It is the only publication that is devoted *exclusively* to the business in which you are engaged.

Why not take advantage of this helpful, interesting service? A dollar a year brings it. Subscribe now.

very limited stock of the article on which he was cutting the price and that he was using it merely as a leader, or a bait, to get people into his store, at which time he would attempt in every way possible to sell something other than the article advertised at a cut price.

It does not seem wise to me that those in the industry who are carrying on a legitimate retail business and are rendering an honest service to the consumer, should meet this class of competition. We all know that the "gyp" does not give service and he does not back up the merchandise he sells and that he is not organized, especially in radio, to give even the most limited technical service on the radio sets he sells. It is not the desire of this "gyp" to increase his volume in this particular line, but to use it to merely increase the sale of some other line on which he makes a large margin of profit. I do not advise under any circumstances that dealers should meet this competition.

There is another class of competition which is much more serious, and that is, the dealer who is organized to give a legitimate and satisfactory service to consumers and who takes the initiative in cutting the price on some well known nationally advertised line, with the hope of increasing his sales volume to a point that will make him dominate the field and at the same time bring him a satisfactory net profit. This dealer is the vicious type that I have referred to and the man whom we must take seriously. It seems to me that this is where a local radio organization or club stands in a powerful position through its committees to go to this man and point out to him that it only will be a matter of a short time when all other dealers in his community will meet this competition and that the result will be that none of them will make money, and that the position of the price cutter and his advantage is at best only temporary. The unfortunate phase is that if he continues to cut prices that the other dealers are forced to meet, they will have brought about a new market value on the merchandise on which prices have been cut, and it will be a difficult thing to again educate the consumer to pay a higher price. In almost every instance in my experience where I have met with this type of price cutter, I have been able, by using these ar-

Announcement!

Complete New Line for 1926

Majestic Current Supply Units (A and B Battery Eliminators)

Using the new RAYTHEON tube—the sensational rectifying tube of the year.

Battery Eliminators will be the biggest and most profitable item of Radio merchandise in the 1926 season—you can sell them **every** month in the year. G-G-H Majestic Current Supply Units will be the leaders.

New List Prices

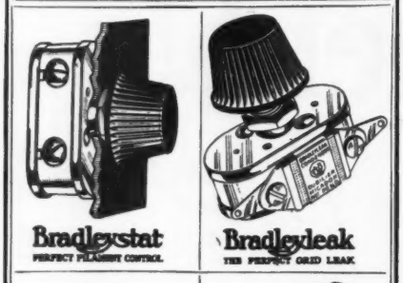
Super-B	Capacity 1 to 12 tubes, including new power amplifiers. Complete with Raytheon tube	$39.50
Standard-B	Capacity 1 to 5 tubes. Complete with Raytheon tube	$29.50
Majestic-A	Capacity 1 to 8 tubes. Complete less Tungar tube	$40.00
Majestic-A and Standard-B		$69.50

Write for New Catalog Sheets

GRIGSBY-GRUNOW-HINDS CO.
4546 Armitage Ave. Chicago, Illinois

Allen-Bradley

Perfect Radio Devices



Bradleystat
PERFECT RHEOSTAT CONTROL

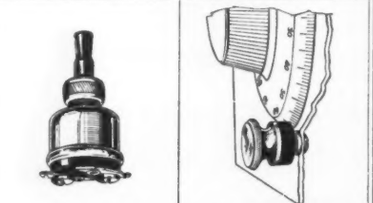
Bradleyleak
THE PERFECT GRID LEAK

Bradleyohm
PERFECT VARIABLE RESISTOR

Bradleyometer
THE PERFECT POTENTIOMETER

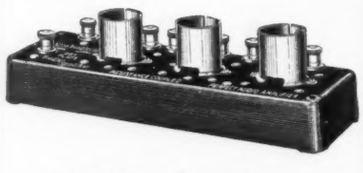
Bradleyunit
PERFECT FIXED RESISTOR

Bradleyunit
Amplifier Resistors



Bradleyswitch
PERFECT BATTERY SWITCH

Bradleyvernier
PERFECT VERNIER KNOB



Bradley-Amplifier
Resistance-Coupled
PERFECT AUDIO AMPLIFIER

Allen-Bradley Co.
ELECTRIC CONTROLLING APPARATUS

Sales Offices: Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Kansas City, Los Angeles, New York, Philadelphia, Pittsburgh, Saint Louis, Saint Paul, San Francisco, Seattle

General Office and Factory:
492 Clinton Street Milwaukee, Wis.

guments, plus a great many others, with which you are familiar, to convince him that the wise thing to do would be to mark up the price of his merchandise and sell the service that he renders.

I have watched this game of price cutting for a great many years and I confess that I have never known the time when there was not a price cutter in the field; not only on the lines of merchandise sold by us, but on almost every conceivable line. There have always been price cutters and perhaps there always will be. The legitimate dealer has a great many things other than price to sell, and if he will only apply himself to this task, I am sure that the price cutter will be easy to overcome. I have known of times right here in St. Paul when the dealers have started a war among themselves which resulted in selling electrical appliances at retail lower than the price at which the jobber was selling to the dealer. This is a deplorable state of affairs and is found to react, not only to the detriment of the dealer, but to the jobber and to the manufacturer as well.

We have in St. Paul a Trade Relation Committee which is in an ideal position to get together with dealers who are cutting prices and educate them to a higher standard of merchandising. In other cities perhaps there are similar organizations or radio clubs who may be charged with the responsibility of securing for the consumer the highest quality of merchandise at the lowest possible price, and to assure the consumer of absolute satisfaction for every dollar he invests in radio.

* * *

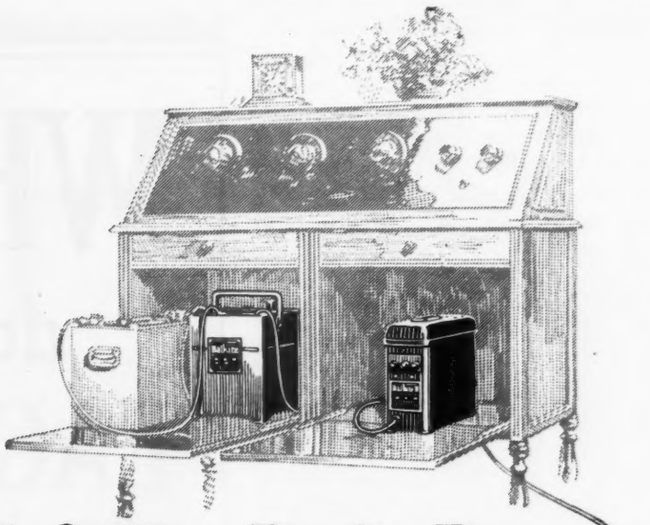
Of course you've seen a snow man before, but read on, brother, read on. During a recent heavy snow-fall, the Kirham-Miller Co., Corydon, Ind., a customer of the Southland Electrical Supply Co., Louisville, Ky., "rigged" up this snow man, placing a small radio loud speaker in the top, and covering same with a false face. The wire from the radio in the store, was brought up the back of the snow-man, and when the radio switch was on, apparently the man was speaking, and singing, which of course, was the source of much amusement, and attracted considerable attention.

He Couldnt Pick His Instrument

The radio yarns are improving. This one is true and is the best so far this year. A set user, finding his dealer out, called up Bill Goodwin of

On January 15, the McGraw Co., Sioux City, Ia., held a meeting of its contractor-dealers and central station men. Merchandising problems, sales promotion discussions, and advertising campaigns were covered during the day. The evening was devoted to a banquet and entertainment. A. C. Ruble, vice-president and sales manager was in charge assisted by J. M. Dean, manager of the Lamp and Appliance department. The company paid the transportation as well as the luncheon and banquet for the 300 who attended. The picture shows the group at a meeting. The insert is Mr. Ruble.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."



Unfailing Radio Power *from the* LIGHT SOCKET *with* Balkite Radio Power Units

Balkite Radio Power Units give unfailing, uniform current for both circuits from the light socket. One very popular Balkite installation, especially for heavy duty sets where reserve "A" power is required, is with the Balkite Battery Charger and Balkite "B." Here the noiseless, high-rate Balkite Battery Charger is ideal. Balkite "B" eliminates "B" batteries entirely and supplies plate current from the light socket.

Balkite light socket equipment

Another very popular Balkite installation is with the Balkite Trickle Charger and Balkite "B." The Balkite Trickle Charger converts your "A" battery into an automatic "A" power unit that provides "A" current from the light socket, so that both circuits operate from the lighting circuit.

Noiseless—No bulbs Permanent

All Balkite Radio Power Units are permanent pieces of equipment, entirely noiseless, have no bulbs, nothing to break, replace or get out of order. All operate from 110-120 volt AC current, with models for 50, 60 and other cycles. *All are tested and listed as standard by the Underwriters' Laboratories.*

Every radio set owner is a prospect for Balkite radio power equipment. Balkite is one of the most outstanding lines in radio today. Get your share of this profitable business now.

FANSTEEL
Balkite
Radio Power Units

Balkite
Trickle Charger

Converts any 6-volt "A" battery of 30 ampere hours capacity or more into an automatic "A" power unit that furnishes "A" current from the light socket. With 4-volt and smaller 6-volt batteries may be used as an intermittent charger. Or as a trickle charger if a resistance is added to cut down the charging rate. $10. West of Rockies, $10.50. In Canada, $15.

Balkite
Battery Charger

The popular rapid charger for 6-volt "A" batteries. Noiseless. If your battery should be low you merely turn on the charger and operate the set. Special model for 25-40 cycles. $19.50. West of Rockies, $20. In Canada, $27.50.

Balkite "B"

Eliminates "B" batteries and supplies plate current from the light socket. Keeps the "B" circuit always at full power. For sets of 6 tubes and less. $35. In Canada, $49.50.

Balkite "B" II

Supplies plate current from the light socket. Will serve any standard set. Especially adapted to sets of 6 tubes or more. $55. In Canada, $75.

MANUFACTURED BY FANSTEEL PRODUCTS COMPANY, INC., NORTH CHICAGO, ILLINOIS

SOLE LICENSEES IN THE UNITED KINGDOM: MESSRS. RADIO ACCESSORIES LTD., 9-13 HYTHE RD., WILLESDEN, LONDON, N. W. 10

Oh boy

KESTER
Rosin Core
Radio SOLDER
Sure! is Safe and Simple

Easy to Sell
BECAUSE IT'S
Easy to Use

THAT'S the beauty about Kester Radio Solder—it's easy to sell because it is ready for use. It "Requires Only Heat."

Another thing about Kester Solder is that the small packages are generally the start of a dealer's order on your books. And for the dealer, they are the start of a neat little business that rapidly grows into sales on the larger packages.

No long missionary work in selling Kester Solder. An extensive advertising campaign reaching all of the dealers is constantly breaking down sales resistance for you.

For the dealer, we are conducting a national consumer campaign which keeps moving his stock and automatically creates repeat business for you.

Start now at this active time and enjoy the repeat business which will come to you all year round.

APPROVED BY
RADIO ENGINEERS
A GENUINE SOLDER
CHICAGO SOLDER COMPANY
4251 Wrightwood Ave., Chicago
Originators and World's Largest Manufacturers of Self Fluxing Solder
YOUR DEALER CAN SUPPLY YOU

Southwest General Electric Co., Dallas, Tex., and said the set sold him as being very selective was not selective at all. On being questioned he stated solemnly that he worked on WFAA (Dallas) for an hour, trying to *select* the saxophone from among the instruments. Mr. Goodwin is on the road to recovery.

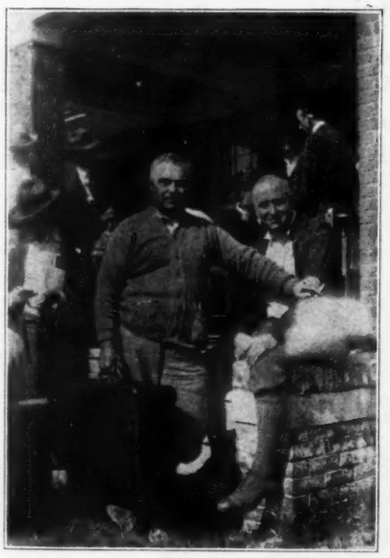
* * *

1926 Northwest Radio Show Nationally Recognized

The following official endorsement of the 1926 Northwest Radio Show, conducted by the Northwest Radio Trade Association annually, has been made by the Radio Manufacturers' Association, Inc., in the following announcement just received:

"The Radio Manufacturers' Association heartily endorses the plans of the Northwest Radio Trade Association for the 1926 show to be held in Minneapolis. The manufacturers believe that trade shows should be held in every large city by the local trade organization. (Signed) Herbert H. Frost, pres., Radio Mfrs. Ass'n."

The 1926 Northwest Radio Show will be held at the Kenwood Armory and Coliseum in Minneapolis September 27, to October 2, 1926. Over one hundred exhibitors have already reserved space for the exhibition.



Fritz Bland, specialist of the Southwest General Electric Co., Houston office, counting up to see whether the dice were good to him or not (left). R. R. Roberts, manager, Houston, displaying the handsome Gladstone bag presented by the bunch at the recent sales conference (center). A. B. Gochenour (chief), president Chicago Insulated Wire & Mfg. Co., Chicago. In the background, with the lumberjack shirt, is Honest Abe Skelton, appliance department.

Why
do
EAGLE
Neutrodyne
Owners
say
they have
the best
Receiver
on the market
?

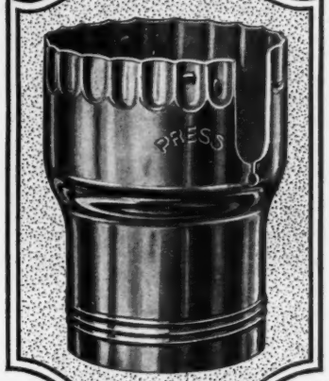
If You Sell
the EAGLE
You will Know
Why

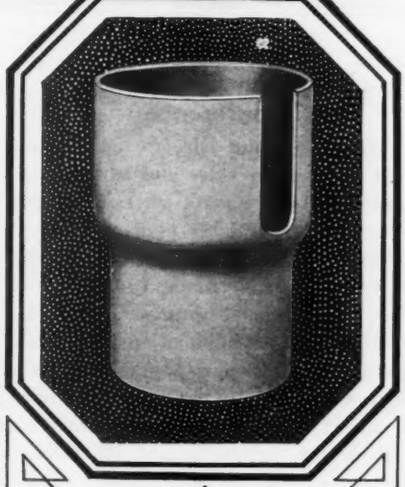
WE SOAR ABOVE
EAGLE RADIO COMPANY
NEWARK NEW JERSEY

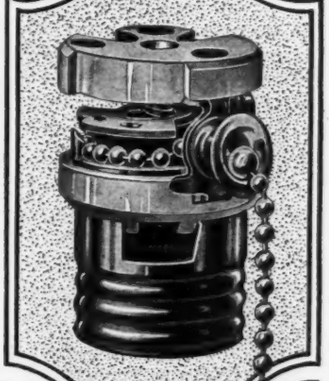
EAGLE RADIO CO.
16 Boyden Place
NEWARK, N. J.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

H & H







GOLDEN TASSEL SOCKET *with the new* GOLDEN LINING

THIS further refinement on the H&H Pull Socket:—the Golden Lining replacing the old black composition.

That "band of mourning" below the shell gives way to a yellow-brown fibre lining, which blends with the yellow of the brass.

All the insulating quality of black composition; approved by the Underwriters' Laboratories. And *you* will approve from the standpoint of customer-appeal.

IT adds one more artistic feature to the beauty of a mechanically fine socket, and an artistically finished socket.

Distinguished *first* by the smooth, even pull. Next by the Golden Tassel on the pull chain. Now by the Golden Lining in the shell.

Plenty of points—for pointing out differences between ordinary sockets and the kind your contractors should buy!

THE HART & HEGEMAN MFG. CO. HARTFORD, CONN.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

James J. Pomeroy Dead

The many friends of James J. Pomeroy will be grieved to learn of his death in Los Angeles on January 22. He had a severe attack of the flu in 1922, which left him in a weakened condition affecting the heart.

Mr. Pomeroy was born in 1867. His entrance into the electrical field came in 1891 with his accepting a position with an electrical supply company in Chicago. In 1893 he became a salesman for the Swan Lamp Co., Cleveland, O., later going with the Adams-Bagnall Electric Co., when the two concerns merged.

In 1897 he entered into partnership with James H. McGill in Chicago, but sold his interest a year later and became sales manager for the Adams-Bagnall Co., with whom he remained until about 1914 when he moved to Los Angeles establishing the business of James J. Pomeroy & Co. Since that time Mr. Pomeroy had been of great aid to the growth of several jobbers in Los Angeles.

Benjamin Holds Sales Conference

The Benjamin Electric Mfg. Co. held a three-day sales and advertising conference at its main office, Chicago, February 4-6. Sales plans were developed and approved, which include an extensive advertising program for the fiscal year beginning April 1. Trade and class publications, national magazines and newspapers will be used as well as a complete schedule of direct sales promotion literature, with dealer, contractor and other selling helps. B. G. Kodjbanoff, manager of the eastern division, attended with R. S. Iremonger, from New York; Miles F. Steel, manager of the Pacific Coast division came from San Francisco to attend the conference.

* * *

Hanson Joins Jefferson

C. R. Hanson, formerly with the George J. Kirkgasser Co., Chicago, has resigned to accept a position as advertising manager of the Jefferson Elec. Mfg. Co., Chicago. Mr. Hanson who is a graduate of the University of Wisconsin has nine years of electrical merchandising experience to back up his advertising knowledge.

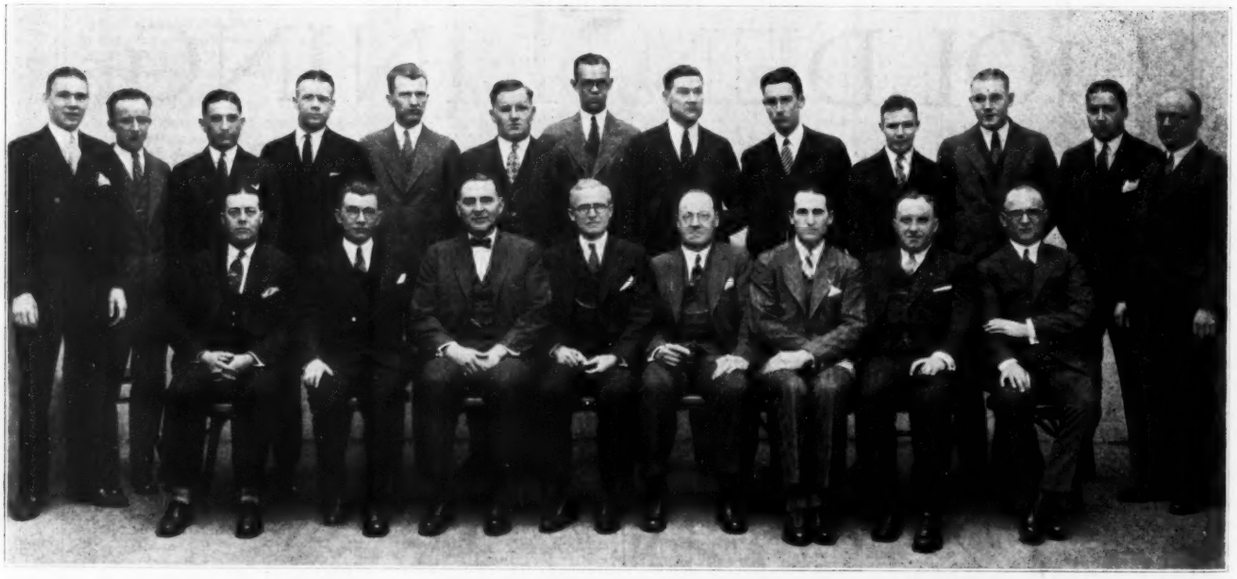
* * *

Tregenza Now Vice-President of Chicago Fuse

At the meeting of the board of directors of the Chicago Fuse Mfg. Co., held February 15, A. E. Tregenza, who has been assistant to the president, Wm. W. Merrill, was appointed vice-president in charge of sales.

Mr. Tregenza, before coming to the Chicago Fuse Mfg. Co. in 1924, was general sales manager of the Economy Fuse & Manufacturing Co. for 12 years, and previous to that was with the Nernst Lamp Co. as a salesman in the Detroit district and later assistant manager in the Chicago office.

Since joining the Chicago Fuse Mfg. Co. in 1924, when the organization was changed from a closed to an open corporation, Mr. Tregenza has



The second annual sales conference of the electrical materials department of Hubbard & Co., Pittsburgh, Pa., was held at the Pittsburgh Athletic Association, January 27-30. Among the important matters discussed were the sales and advertising program for 1926, territorial analysis, service, and the development of new Peirce specialties for distribution work. Entertainment was provided each evening by the committee. Front row, left to right: F. E. Wright; A. R. Robitzek; W. H. Heim, assistant manager; C. L. Peirce, Jr., manager; W. R. Pounder; F. E. Norman, manager, specialty sales; E. Wessel, and G. A. Green. Top row, left to right: R. G. Robbins; V. H. Cutler; C. H. Keen; B. W. Johnson; M. M. Johnson; I. F. Wilder; R. O. Barnes; R. H. Manson; R. M. Waggoner; H. C. Landsell; S. B. Webb; J. P. Spicer, and A. McIlrath.

taken a very prominent part in the many developments which have been made. Among these are the re-design of the "Union" renewable cartridge fuse which was placed on the market in 1925, the "Gem" plug fuse with the

A. E. Tregenza

visible element, and important additions to the company's line of switch and outlet boxes,—resulting in an increased volume of business.

He is well known in the electrical trade throughout the country, and his many friends will be happy to hear of the recognition accorded his past work by advancement to the vice-presidency of his company.

* * *

Paul Van Cleef Commissioned as Major

Paul Van Cleef, executive in charge of production, of Van Cleef Bros., Chicago, manufacturers of rubber and chemical products for the automotive and electrical trade, has just been commissioned a major in the Officers Reserve Corps of the Chemical Warfare Service.

Major Van Cleef has been very active in the Chicago affairs of the American Chemical Society, a committee from which Society composed of eminent chemists, recommended the new major for his appointment. He is a graduate of the University of Chicago where he received his Masters degree and has had a long and practical experience which makes his services a valuable addition to the Chemical Warfare Service.

* * *

Trattler Elected Vice-President

Irving G. Trattler has been elected vice-president of the Eastern Tube & Tool Co., Inc., Brooklyn, N. Y.

Trumbull Puts Hill in Atlanta

The Trumbull Electric Mfg. Co. Plainville, Conn., has just engaged H. S. Hill as sales representative in Atlanta. Mr. Hill will work the southeastern territory in connection with Mr. Knoeppel, who has been there for several years and is located in Jacksonville. He is a graduate of the University of North Carolina, was in the navy during the war, and is a man with engineering training.

* * *

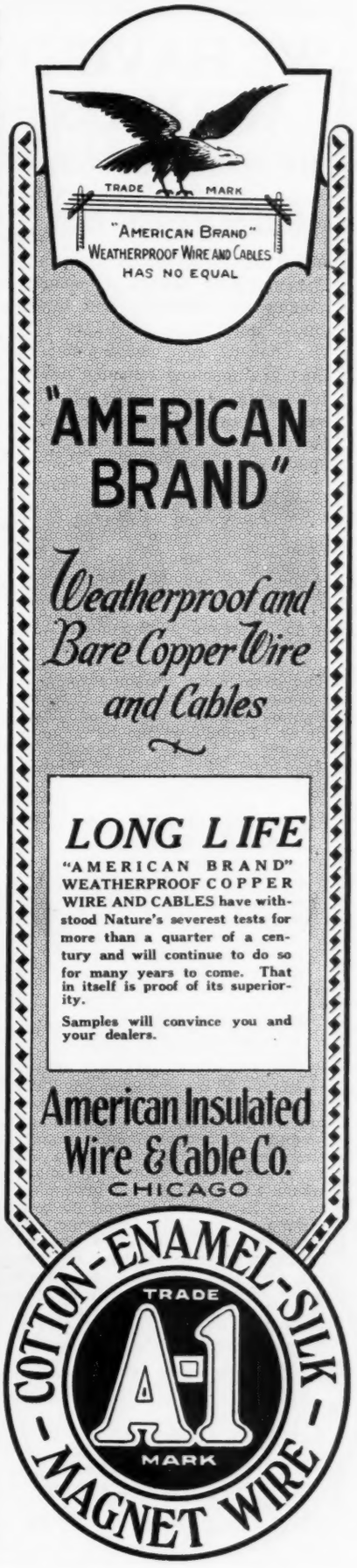
Jaeger Enters Refrigeration Field

August H. Jaeger formerly appliance division manager of the Edison Electric Appliance Co., Chicago joined the Electric Refrigeration Corporation, Detroit, Mich., on March 1. This company is a consolidation of the Kelvinator Corp., The Nizer Corp., and the Grand Rapids Refrigerator Co., makers of Leonard ice boxes. For a time, Mr. Jaeger will make his headquarters with the Leonard organization in Grand Rapids, Mich.

Mr. Jaeger is widely known in the electrical industry. For a number of years he was in the electrical supply jobbing business, leaving it in 1916 to join the Hotpoint Electric Heating Co., on the Pacific coast. He went

August H. Jaeger

with the Edison Electric Appliance Co., at the time of the consolidation and remained with them 10 years, functioning as field salesman, district manager, and finally appliance division manager, which position he held until he made his present move.


TRADE MARK
"AMERICAN BRAND"
WEATHERPROOF WIRE AND CABLES
HAS NO EQUAL
"AMERICAN BRAND"
Weatherproof and Bare Copper Wire and Cables
LONG LIFE
"AMERICAN BRAND" WEATHERPROOF COPPER WIRE AND CABLES have withstood Nature's severest tests for more than a quarter of a century and will continue to do so for many years to come. That in itself is proof of its superiority.
Samples will convince you and your dealers.
American Insulated Wire & Cable Co.
CHICAGO
COTTON-ENAMEL-SILK
TRADE
A-1
MARK
MAGNET WIRE

WE HAVE WITH US—

HEINEMANN CUTOUTS AND HOUSEWIRING TIME

With the first spring thaw all the sleeping things of nature awake and building, too, takes on a new lease of life. It's the height of "cutout time." But Heinemann cutouts never hibernate—they move all the year 'round for contractors have known them and installed them ever since 1888.

3115
30 Amp. 125 Volts
2-Wire Double Branch

1935-0
30 Amp. 125 Volts
2-Wire Single Branch

The latest thing on the market in cutouts are the Heinemann Unfused Neutral Cutouts, Live and Dead Front Types, which have been brought out to meet the revision of Rule 807 B of the National Electric Code which reads as below:

3086-0
30 Amp. 125 Volts
3-2 Wire Double Branch

"All ungrounded wires of a branch circuit shall be protected by fuses or circuit breakers. When the ungrounded conductor is identified and properly connected, branch circuits shall be protected by fuses in the ungrounded wires only. In locations where the conditions of grounding or the liability of reversal of conditions warrant, the inspection department may require, on systems having a grounded neutral, or having one side grounded, that both wires of two-wire branch circuits shall be fused, even though the grounded wire is identified and properly connected."

Is your cutout stock up-to-date? Buy Heinemann cutouts.

HEINEMANN ELECTRIC CO.
1734 NORTH FIFTH ST.
PHILADELPHIA, - - PA.

On January 21, Charles Newman, eastern manager of the Roach-Appleton Mfg. Co., Chicago, tendered a banquet at the Hotel Astor to the electrical supply jobbers of the Metropolitan District, New York City. Adolph Albig of the Englewood Electric Supply Co., and Jos. Fink of Effinger Electric Supply Co., both of Chicago also were in attendance. A fine entertainment consisting of orchestra music, cabaret artists, etc., was rendered and no long speeches were made. Reports are that everybody in attendance had a mighty good time.

Paragon Celebrates Second Anniversary

On February 5, the Paragon Electric Sales Co., Philadelphia, Pa., celebrated its second anniversary in business by holding a banquet for some of the jobbers and the manufacturers whom they represent. C. N. Wiltbank, Charles H. Fryburg and Clifford H. Furness are the three partners in the company.

* * *

Mockenhaupt Company Appointed Hathaway Agent

B. J. Mockenhaupt & Co., 217 N. Desplaines St., Chicago, has been appointed central distributing agent for Hathaway & Co., New York, who are national distributors for Clifton rigid iron conduit.

Rome Announces Advertising Program

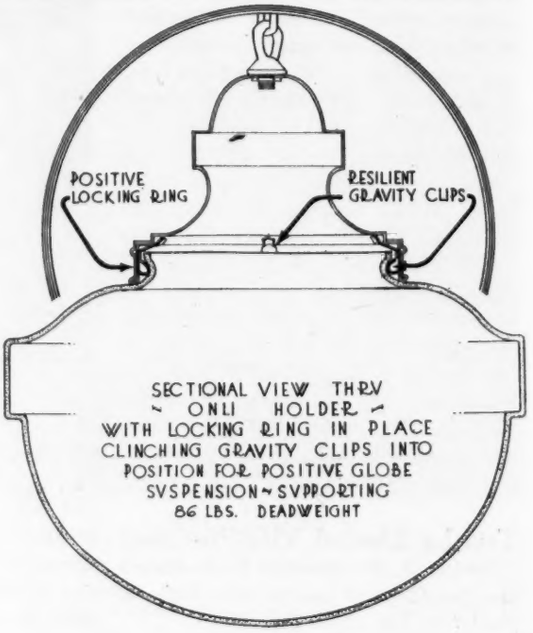
In a booklet of pretentious and impressive form the Rome Wire Co., Rome, N. Y., announces its advertising program for 1926. Advertisements in four colors which will appear in the leading publications in their respective fields are described, new catalogs of the various lines are announced as available and direct-by-mail literature which will be sent out is described and illustrated.

* * *

Metropolitan Device Opens Philadelphia Office

The Metropolitan Device Corp., Brooklyn, N. Y., has opened new offices in the City Center building, Philadelphia. W. T. Jagoe is manager.

The Perfeclite Co., Cleveland, O., has announced what is said to be a new achievement in a safety holder. The "Onli" safety screwless holder is simple in use yet is absolutely secure in holding the globe. It has a tested carrying capacity of 78 lbs. dead weight. The operation is simple. The ring is lifted and the globe inserted. The ring is then dropped and pressed into place, forcing clips on holder against globe. The fixture itself is furnished with outside thumb nuts which permit it to be quickly lowered from the ceiling when painting or tinting becomes necessary. The finish is statuary bronze. The units are known as the "Monarch."



"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

THE ENTIRE LINE OF VICTORY LANTERNS

SENT YOU FREE OF ALL COST FOR YOUR INSPECTION

No. 433

A Startling But Bona Fide Offer

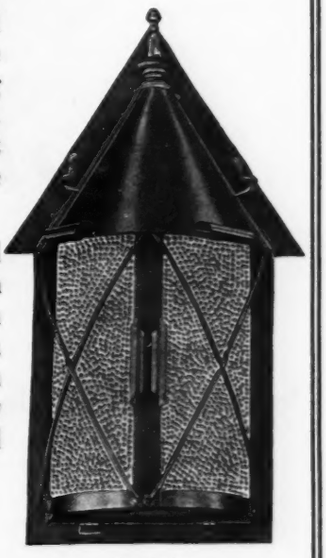
So thoroughly convinced are we that you will sell VICTORY LANTERNS, if you will only inspect their quality and learn our unique proposition to the electrical supply jobber, that *we reservedly offer to send you, on approval, samples of our entire line of outdoor lanterns free of shipping and all other charges* if you will but fill in and mail the coupon below, samples to be returned at our expense if you are not convinced.

VICTORY LANTERNS are electrical equipment which *any electrical supply jobber* can sell no matter what his "set-up" may be. He need not handle fixtures; he and his salesmen need know little about selling lighting equipment to handle VICTORY LANTERNS. Lowest in price, none higher in quality and designed to suit the jobber's problems, they are the "cinch" items of the fixture business to sell.

Side View of No. 449

VICTORY LANTERNS mean a sizeable, easily-earned profit to the electrical supply jobber and a simplicity in their sale that you can't appreciate until you give them an inspection and trial. No mammoth stock orders; only a small investment is necessary. Let us send our line to you for inspection. We'll pay *all charges to your receiving platform* and there's not the slightest obligation attached to the whole transaction.

MAIL THE COUPON NOW!



No. 414

DRASTIC PRICE REDUCTION!

Additional, modern production facilities have enabled us to greatly decrease our manufacturing costs. Instead of pocketing this saving ourselves we are passing the benefit on to our jobbers by reducing the prices of number 414, 445, 446, 447, 449, 463, 465 and 470 as much as 20 per cent—but in no way has the quality of any lantern been impaired. Prices on VICTORY LANTERNS have always been lower and the values greater than any line of lanterns on the market. This drastic price reduction puts them farther than ever beyond the reach of *any and all* competition in both price and quality.

VICTORY LAMP CO.

Lantern Specialists

1938 Germantown Ave., Philadelphia, Pa.

VICTORY LAMP COMPANY,
1938 GERMANTOWN AVENUE,
PHILADELPHIA, PA.

☐ Please send us your line of Victory Outdoor Copper Lanterns in accordance with your offer above. We understand no charges of any nature are involved.

☐ We are interested in your story but would like more detailed facts about your proposition including a copy of your catalog.

Name .....

Company .....

Address .....

Position .....

Misers — with Golden Selling Hours

As a Miser worships his gold, so let us worship the hours we devote to selling "Paulding" Wiring Devices of Merit.

The use of kerosene and gas for illumination is rapidly passing, every day sees more and more building and a greater demand for BETTER wiring equipment.

"Paulding" has kept pace with every development in every branch of better wiring devices until today the Name "PAULDING" is enjoying a most honorable reputation.

John I. Paulding, Inc.
New Bedford, Mass.

The Hours you devote to selling "Paulding" Devices will insure you a most generous profit to say the least.

Paulding

WIRING DEVICES OF MERIT

QUALITY SERVICE SATISFACTION

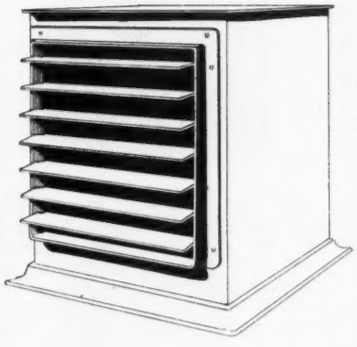
"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

New Electrical Products, Illustrated

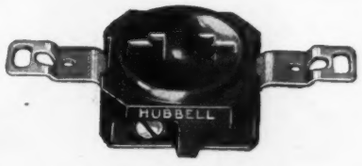
The "T & B Slip-In" box connector is a product of the Thomas & Betts Co., 63 Vesey St., New York. It is made in one piece, gives a secure and direct ground, requires only one operation, that is to tighten down the screw for installing, and is designed to take No. 14W2, 12W2, 14W3, 14-C, 14-P cord, and 3-8 in. S. S., and D. S. conduit.

The "Reynolite" No. 420 separable attachment plug is the latest product of the Reynolds Spring Co., Jackson, Mich. A patented guide groove makes it easy to fit together the parts of the plug even where it cannot be seen.

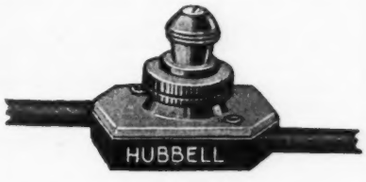
The Wheeler Reflector Co., Boston, Mass., has recently announced a new line of reflectors under the trade name "Durex." The new reflectors are made with four types of canopies which are shorter and smaller in diameter than the usual industrial canopy. These canopies are the standard cast canopy, the cast outlet box canopy, the stamped outlet box canopy, and the pendant canopy. These may be used with either of two types of "Durex" reflectors—"Durex" R. L. M. type (illustrated) and "Durex" shallow dome.



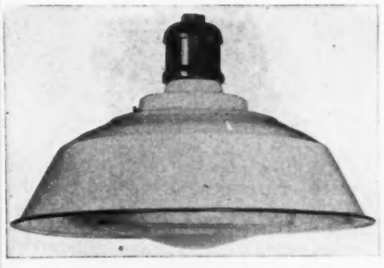
The ILG power roof ventilator is a product of the ILG Electric Ventilating Co., Chicago, Ill. It is especially designed for buildings where roof ventilation provides the only practical means of exhausting bad air. Fan and motor are enclosed in weather-proofed penthouse. The motor is fully enclosed, self-cooled. The ILG patented automatic shutter prevents ingress of drafts, snow or rain.



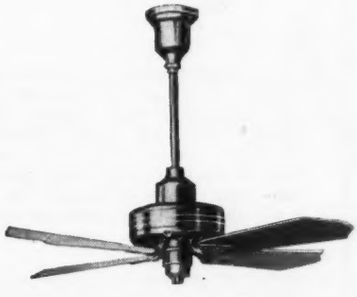
Harvey Hubbell, Inc., Bridgeport, Conn., announces a new line of black porcelain convenience outlets with plain faces, illustrated above. The face is smooth, unmarked, and highly



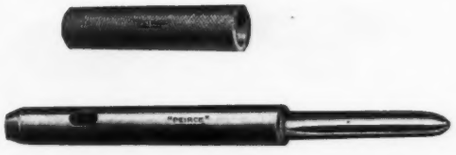
glazed, and is slightly recessed to guide the attachment plug cap blades into the "Te-Slots." The new canopy switch is also a new product. It is for fixture work, particularly side wall canopies and brackets. The switch is small, compact and neat in appearance.



A "Glassteel" diffuser, consisting of a diffusing glass globe and a white porcelain-enameled reflector which directs most of the light downward, has been placed on the market by the Westinghouse Electric & Manufacturing Co. This unit eliminates glare and softens shadows. The reflector has six openings at the top which permit light to reach the ceiling, rereducing the contrast between the lighted area below the unit and the space above it. It is equipped with a bayonet extension for attaching to the bayonet-heel socket..



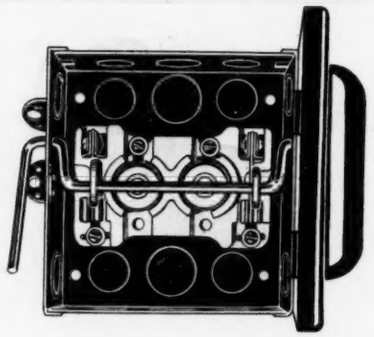
The Robbins & Myers Co., Springfield, O., has just brought out the 36 in. ceiling type fan illustrated here. The switch and switch-collar may be removed for the purpose of attaching a lighting unit.



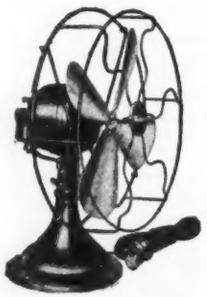
Hubbard & Co., Pittsburgh, Pa., is marketing the new Pierce expanding tool and sleeve shown above. The sleeve is tamped into the masonry with the tool which forms at the same time three pins. These pins provide resistance against the screw's removal.

New Electrical Products, Illustrated

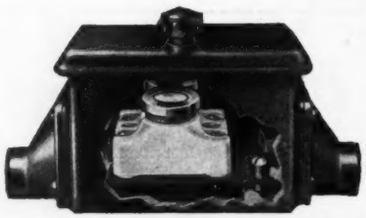
John I. Paulding, Inc., New Bedford, Mass., is manufacturing the No. 3300 key socket illustrated on the left. It may be had with ⅛ in. or ⅜ in. cap., or pendant cap. The No. 3400 keyless socket shown on the right is also a new product. All shells and caps are interchangeable. Shells are threaded permitting any standard make of shadeholder to be used.



The Wadsworth Electric Mfg. Co., Covington, Ky., is introducing its new entrance switch No. 35. The switch is of a very small sized cabinet but still retains ample wiring room.



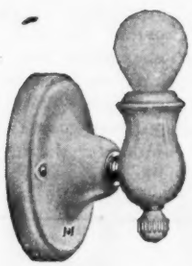
To fill a popular need for a lower priced three-speed oscillating fan, the Wagner Electric Corp., St. Louis, Mo., has developed a new 10-in. fan. It is powered with a Wagner induction motor, cool and quiet in operation, having no brushes or commutator to wear out. The fan oscillates in an arc of 90 degrees, and a bracket joint permits a forward tilt 22½ degrees, with clamps to hold it at any desired angle for desk or wall mounting. The blades are of polished brass.



The Crouse-Hinds Co., Syracuse, N. Y., is making the new type YYC., with plug fuse cutout. There are seven types in this Y series. The hubs, which have an integral bushing and tapered threads are cast solid with and tangent to the back of the condulet. The universal cutout fastening plate furnished with these condulets will take any make of cutout.

The Russell & Stoll Co., 53 Rose St., New York, is manufacturing the new No. 661 fan outlet illustrated above. It will accommodate any standard attachment plug caps. The plate is of brass 2¾ in. x 4½ in. The standard finish is of brush brass.

New devices added to the outlet box receptacle line of the Arrow Electric Co., Hartford, Conn., are as follows, left to right (top): No. 8275 and No. 8277 for surface work, single or duplex style for service outlets in garages, kitchens, etc.; No. 9308, and (bottom): No. 9311 receptacles, keyless type only, can be furnished with metal covers or all porcelain, for cellars and industrial installations, and Nos. 8272 and 8273, single and duplex receptacles for exposed work. They are furnished with metal covers.

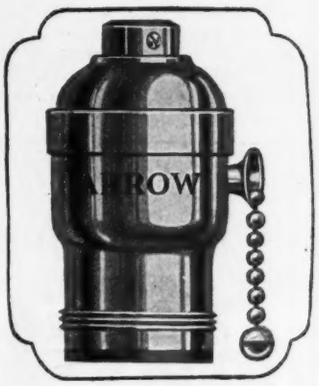


A new porcelain bathroom bracket is being manufactured by the Wirt Co., 5221 Greene St., Philadelphia, Pa. This bracket, which has the "Dim-a-lite" feature, is made of pure white porcelain and nickeled brass. It is made in two styles—with or without a convenience outlet and is wired for connecting.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

Don't Take Sockets For Granted

Use Only The Best



No. 65250

ARROW FEATURES

All sockets electrically tested.
Large binding posts.
Ample wiring room.
Strong shell fastenings.

PULL SOCKETS

Break more current.
Interposing fibre baffle plate smothers arc—

Chain can't cause short circuit.
Contacts protected by two fibre discs, double insulation.

Brushes won't break.
Long flexible contact.

No flickering lights.
Center contact soldered direct to brush contact.

No. 59480

No. 7001

KEY SOCKETS

Break on center contact.

KEYLESS SOCKETS

No loose connections.
One piece center contact, horseshoe and binding posts—

PUSH THRU SOCKETS

660 Watt mechanism.

No. 8009

Identify Yourself with a Quality Line

THE ARROW ELECTRIC COMPANY
HARTFORD, CONNECTICUT

ELECTRICAL ARROW WIRING DEVICES

ARROW

The complete line of Wiring Devices

WHICH ONE ARE YOU?

A Simple Little Tale About Two Salesmen

Once upon a time there were two jobber's salesmen with the same house. One of them took the lines of the least resistance and sold scarcely anything but pipe, wire, locknuts, etc. He piled up a big volume and a string of figures appeared upon the company's books, but when added up the total came out in red. He looked for another job.

No. 50 Sun-Ray Spotlight

The other jobber's salesman went in more for lighting equipment. He called on stores, factories and buildings of all kinds and helped his contractor and dealer customers land lighting jobs. He didn't make so many sales but he produced a comfortable volume and a net profit for his house. He got a raise.

No. 650 Standard Dome Reflector

P. S. The latter salesman pushed Sun-Ray Industrial Reflectors, Spotlights and Floodlights because they showed a good margin of profit to his house and they weren't strangers to his trade.

SUN-RAY LIGHTING PRODUCTS, Inc.

119 LAFAYETTE ST.
NEW YORK, N. Y.

Sun-Ray Announces Expansions

Joseph T. Jaret, vice-president and general manager of Sun-Ray Lighting Products, Inc., 119 Lafayette St., New York, manufacturers of "Sun-Ray" industrial reflectors, spotlights and floodlights as well as other lighting equipment, announces that Benjamin Strump has just been elected secretary and treasurer of the company.

Mr. Strump brings into the company additional capital which is being employed to extend the company's sales and advertising activities. To start, the company has opened an office in Minneapolis, under the direction of J. B. Sharpless who will carry a full stock for electrical jobbers to draw upon. Other offices will shortly be opened on the Pacific coast, in Buffalo, Atlanta, Boston and other cities. Stocks will be maintained in all these houses.

One means of co-operating with the jobber is through a direct mail advertising campaign to electrical contractors and dealers throughout the United States as well as 20,000 department and chain stores which offer one of the most lucrative markets for this type of lighting equipment. When this job has been completed the company will start circularizing industrial plants all over the United States on the line of industrial reflectors.

Here are two manufacturers' salesmen who look very much alike, perhaps because they are brothers. Harry Frizzell, on the left, represents the Hurley Machine Co., in Missouri, Kansas, Oklahoma, and Arkansas. Brother Walter looks after "Hotpoint" affairs in Oklahoma and the northern part of Texas. Harry has just received a $500 prize check from a "Thor" contest and Walter is smiling at the thought of the fine dinner Harry's going to buy.

March!

The 2nd biggest month in the sale of radio accessories

SALES figures show that March ranks second only to December in the amount of radio goods sold. Why not take advantage of this and push these two popular Sterling items that every radio owner really needs?

STERLING TUBE REACTIVATOR

This renewer of run-down tubes is equipped with a meter that eliminates all guess work. This is one of the features that has made the Sterling Tube Reactivator a decided success. It explains why dealers who want to sell "satisfaction" with quality of goods, prefer the Sterling—the reactivator that **shows** tube condition before and after treatment.

List Price **$12.50** (50-60 cycle) **$14.00** (25-40 cycle.)

STERLING "HOME" TUBE TESTERS

This little meter-equipped tester plugs into the tube sockets and indicates whether tubes are good, fair or poor amplifiers. This tester is also valuable for locating other set troubles.

Sell this low priced, easily operated tester to your trade and they can forget a lot of costly servicing.

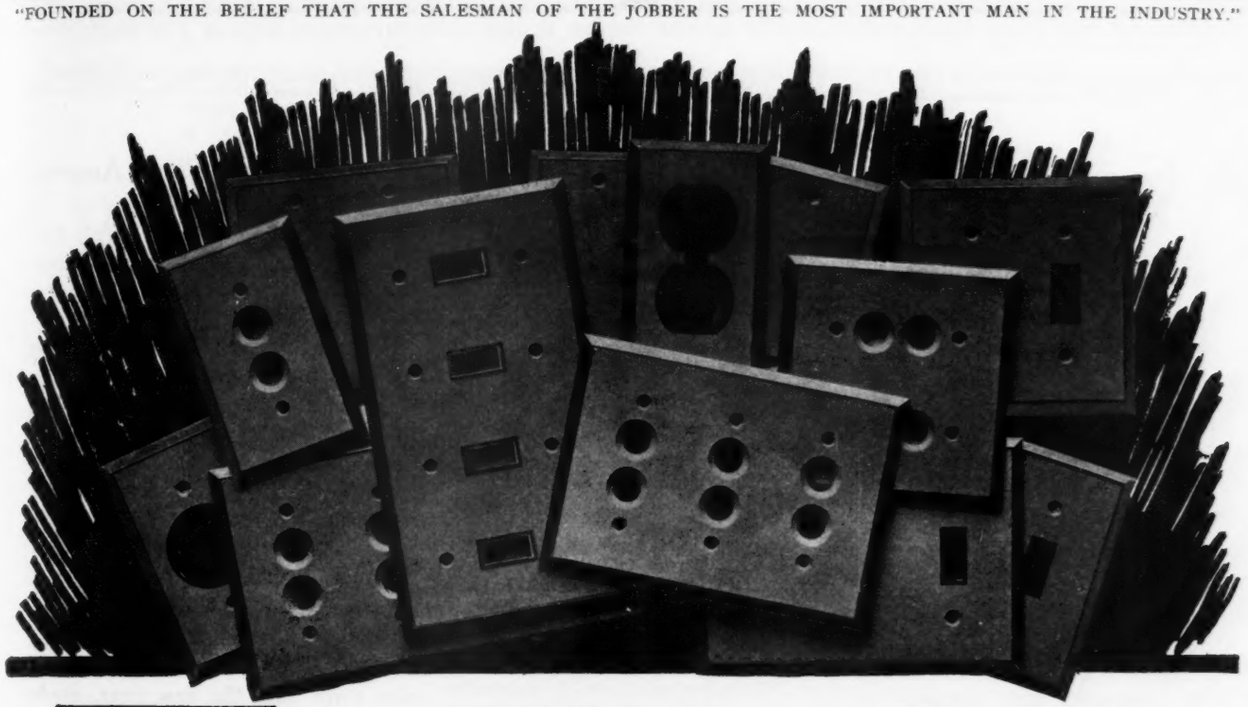
R-399 for small tubes..... **$10.00**
Built in two styles.

R-401 for large tubes..... **8.50**
Sell Sterling Radio Equipment and keep customers satisfied.

THE STERLING MFG. CO.
Cleveland, Ohio.

Sterling RADIO EQUIPMENT

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."



REYNOLITE Masterpiece Flush Plates

TRADE MARK REG. U.S. PAT. OFF.

#240

#340

#360

#220

#380

Famous REYNOLITE MULTIPLE Current TAPS

For Fine Interiors

EVERYBODY recognizes at sight the superior beauty and value of these new molded flush plates. And their quality is in keeping with their appearance—strong and shock proof, their rich finish unchanged by atmospheric conditions, heat, cold or acids—cannot tarnish or corrode.

Not—"just as good as"—BETTER!

They provide that final touch of refinement appreciated by people of discriminating taste. Types to fit all standard switch and convenience outlets. Complete with molded attachment screws in attractive individual containers for retail sales—*no special screws to buy or stock.*

SPECIAL UNDARK luminous head attachment screws also supplied

REYNOLITE DIVISION

REYNOLDS SPRING COMPANY

JACKSON, MICH., U. S. A.

NEW YORK CHICAGO DETROIT PHILADELPHIA
KANSAS CITY PITTSBURGH DALLAS LOS ANGELES

Send for circular "*In Good Taste*" describing this quick selling line.

PIONEERS OF MOLDED PLATES

REYNOLITE

TRADE MARK REG. U.S. PAT. OFF

Largest Commercial Production Molders of BAKELITE—REYNOMOLD—DUREZ

A Good Tip

GET in solid with your customers by filling their next order with conduit that is "WEDGE PROTECTED".

Wedge Thread Protectors save your customers the cost of re-cutting damaged and enamel-choked threads.

They will appreciate this "tip". And at the same time you will be through making adjustments on conduit for damaged threads. Wedge Thread Protectors assure perfect threads.

Your Manufacturer Can Supply You

THE STORY BRIEFLY TOLD

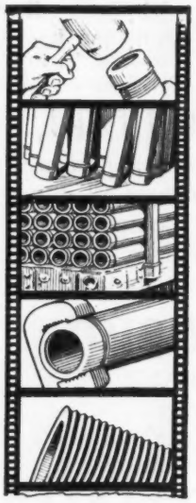
Wedge Protector wedged on before conduit is enameled prevents enamel choked threads.

Conduit easy to stack on end in stock room without danger of damaging threads.

Stays on in transit —protects against burring.

Wedge Protector comes off—when you want it to—with a slight twist of a wrench.

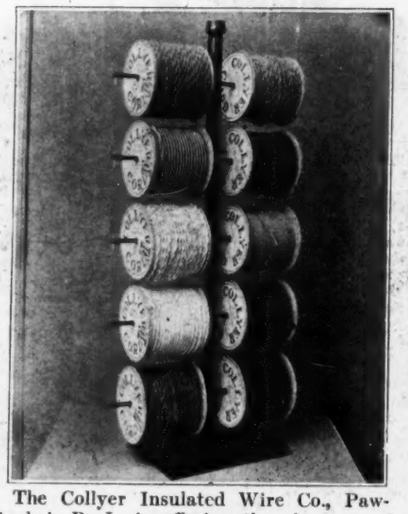
Result—
Perfect Threads.
No adjustments.



Specify—"with Wedge Thread Protectors" on all conduit orders

THE WEDGE THREAD PROTECTOR CO.

1965 E. 66th St., CLEVELAND, O.



The Collyer Insulated Wire Co., Pawtucket, R. I., is offering the above spool rack for lamp cord to any dealer, free of charge, who purchases a reasonable quantity of lamp cord. Through an error the Providence Insulated Wire Co., Providence, R. I., was mentioned in connection with the above picture in the February issue.

Wilson Made Sales Manager

J. M. Wilson has been appointed sales and advertising manager of the Roach-Appleton Mfg. Co., Chicago, manufacturer of the "Raco" switch outlet boxes and bar hangers. Mr.

J. M. Wilson

Wilson's many friends in the electrical industry will all be pleased to hear of his promotion. He was director of purchases for the Chicago Fuse Mfg. Co. for many years and has been with the Roach-Appleton company as a sales representative since its organization.

* * *

Associated Manufacturers Meet at Hot Springs

The annual meeting of the Associated Manufacturers of Electrical Supplies will be held at The Homestead, Hot Springs, Va., during the week of June 7, 1926.

* * *

Hamilton Beach Plans Aggressive Year

The Hamilton Beach Mfg. Co., Racine, Wis., has planned an aggressive year of advertising and merchandising for 1926.

The whole plan is built around the concentrating of every effort on sales to the dealer through the jobber. The program includes close dealer coverage by factory salesmen and the diverting of every dealer order to the jobber and the jobber's salesman covering the territory concerned.

* * *

Franklin Increases Sales Force

The Franklin Pottery, Lansdale, Pa., announces several additions to its sales force with the new year, made necessary by the increased business in Franklin vitrified pottery lighting fixtures.

Those who have been added to the sales force include: Sage & Hearl, Inc., in the Chicago territory; Fred G. Kunz, in the Cincinnati field; G. P. McKee, traveling out of Pittsburgh; N. Hanley, in Cleveland, covering northern Ohio and southern Michigan, and W. A. Gibson, Dallas, Texas, spreading the gospel of these fixtures in that section.

The company also reports that January 1926 was the largest month in the history of the business.

* * *

A Speedy Story

Bill Stacey of Bryant, Chicago, fame tells the following story on Larry Bodkin of the Electric Contractors' Supply Co., Des Moines (where the tall corn grows). It seems that Bill was making one of his periodic calls out that way and Larry, in his usual hospitable way, took him out for an auto ride to show him the town. Suddenly blows the whistle, up comes a traffic cop—and on to the police station.

Frowns the judge: "What's the charge, officer?"

"Speeding, yer honor; he was running 75 miles per hour."

"Why, I was not," says Larry, using that instead of the regular comeback, "is that so."

"You wasn't," says the cop. "Why, you drove 45 miles per hour down to the station!"

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

Why does

DURADUCT

Reg. U. S. Pat. Off.

fish faster?

EVER catch your arm in a loose sleeve linin'? That couldn't happen if yer sleeve had no linin'. That's why this original Single Wall loom fishes faster—it has no interlining to buckle, collapse, or hold up traffic.

We slit the sample above so's yer can lamp the single wall and the Roller Bearing Wireway yerself.

If yer didn't know this already—yer been losing money for years.

Dura Bill

TUBULAR WOVEN FABRIC CO.
PAWTUCKET, R. I.

Each of The DURABILT *Products is a Leader in its line*

DURADUCT DURAFLEX DURACORD DURAWIRE

HERE'S A DANDY!

You will have no trouble making "slipknot" sales and here's why:

1. **It is sold only thru jobbers.**
2. It is absolutely guaranteed against drying out.
3. It exceeds in quality the highest electrical specifications.

Plymouth Rubber Company, Inc.
CANTON MASS.

Shake hands with R. B. Anderson, Mutual Elec. & Machine Co., Detroit, Mich. He sells "Bulldog" switches in and around Boston. He's a brave lad to try to sell anything that has "Bulldog" attached to it, in Harvard's city when Yale has the same mascot.

Echols With Emerson

C. Echols, formerly sales manager of the American Electric Co., St. Joseph, Mo., has joined the Emerson Electric & Mfg. Co., and will travel in the interest of Emerson fans.

* * *

Milburn of American Blower Transferred

R. F. Milburn of the American Blower Co., Detroit, Mich., has been transferred to the Atlanta, Ga., office of the company. Mr. Milburn is doing intensive work with the distributors in Florida at the present time.

* * *

Steel City Appoints Agent in Southwest

The Steel City Electric Co., Pittsburgh, Pa., has appointed the Wood & Lane Co., 915 Olive St., St. Louis, Mo., its agent in the southwest. The territory comprises Iowa, Nebraska, Missouri, Kansas, Arkansas, Oklahoma and Texas.

* * *

Sherman Increases Plant

The H. B. Sherman Mfg. Co., Battle Creek, Mich., has increased its production possibilities nearly 100 per cent by the completion of its program of expansion which has extended over many months of 1925.

The brass foundry and finishing shops are perfectly ventilated units of the daylight type. The stamping department for the production of electrical lines has been completely modernized.

DIATRON
Radio Tubes

are good because Walter Armstrong made them good.

Ever dependable.

The result of 38 years unparalleled experience.

DIAMOND VACUUM PRODUCTS COMPANY
4055 DIVERSEY AVENUE
CHICAGO, ILLINOIS

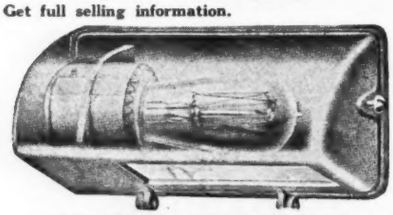
DO YOU KNOW THAT
AISLELITES

Offer Jobber's Salesmen unusual sales opportunities.

The demand for AISLELITES grows larger day by day because all the higher class of theatre owners are installing them to keep their play houses up-to-date. Contractors and architects specify them in their plans because of their excellent features.

Aislelites light the aisles of motion picture theatres and playhouses with a diffused light insuring safe and quick seating of patrons and also enabling them to leave quickly.

Get full selling information.



**EXHIBITORS SUPPLY CO.,
825 S. Wabash Ave.,
Chicago, Ill.**

KLEO
MULTI-POWER 'B' UNITS
TRADE MARK

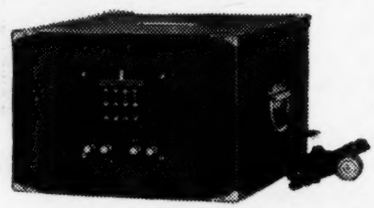
IN STEP WITH THE TIMES

The officer in charge of the Planning Division of the U. S. Army Signal Corps has installed a Multi-Power B unit for his personal use.

Multi-Power B Units attach to the lighting circuit supplying sets of any size with Permanent Economical Power with very little attention required.

Line hums are impossible. No costly bulbs or transformers are contained to burn out or give trouble—no harmful acids—Shipped ready for use. Units supplied for 110 volt A.C. or D.C. or farm lighting plants.

Sold only through jobbers



PRICE 90 Volts Type MX $27.50
135 Volts Type MX 32.50

KIMLEY ELECTRIC CO.
2664 MAIN ST. BUFFALO, N. Y.

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

ANOTHER *First!*

in our long list of construction specialties

PEIRCE

ONE PIECE

Secondary RACK

Hot Double-Dip Galvanized by the Hubbard Process.

No. 358-A

AS IN the past, Peirce still leads the field by the development of a One Piece Secondary Rack.

This Rack combines strength, utility and beauty. These three features are outstanding the instant you view this rack.

This Rack is furnished with the same number of insulators and wire spacings as the Peirce Standard Type Racks.

Write for your copy of the February issue of the Hubbard Linebuilder which gives a complete listing of our Peirce One Piece Secondary Racks.

HUBBARD

Hubbard and COMPANY

PITTSBURGH · OAKLAND, CAL. · CHICAGO

"LORICATED"

(Enameled)

GALVADUCT

(Electro-Galvanized)

CONDUIT

"Time has proved their worth."

They have been installed in many Prominent Structures in every American City.

Manufactured solely by

GARLAND MANUFACTURING COMPANY

Pittsburgh, Penn.

Frank McElroy Signs Up With His Brother

Frank N. McElroy, formerly of the Music Master Corp., sales department, Pittsburgh, has recently become connected with his brother, W. R. McElroy of the Wm. R. McElroy Co., in position of sales manager. Frank has specialized in radio merchandising among the trade in eastern Ohio and western Pennsylvania.

The Wm. R. McElroy Co. is the Pittsburgh sales representatives for the Fansteel Products Co., manufacturers of "Balkite" chargers and "B" battery eliminators, also the Trimm Radio Mfg. Co., L. S. Brach Manufacturing Co. and the Andrews Radio Corp.

* * *

New Sales Manager for Grigsby-Grunow-Hinds

Paul H. Brown was appointed sales manager of the radio equipment division of the Grigsby-Grunow-Hinds Co., 4540 Armitage Ave., Chicago, Ill., starting February 1. He was formerly sales manager of the Webster Co., and district manager of the All American Radio Corp.

Mr. Brown will give his principal attention to developing the sales of the "Majestic Raytheon" battery eliminators in which field he is a recognized authority.

Can You Always Accept Wire Orders for Immediate Delivery?

When your stock of wire has run low and you can't fill a rush order, why not let us help you out?

In all industrial centers are located "U. S." Sales Branches which carry complete stocks of wires and cables, ready for immediate delivery at prices that assure you a generous margin of profit.

"U. S." Paracore Wires and Cables and "U. S." Royal Portable Cord have gained a reputation for superior quality and assurance of satisfaction.

United States Rubber Company

1790 Broadway, New York City

Complete Stock Carried in the Following Cities:

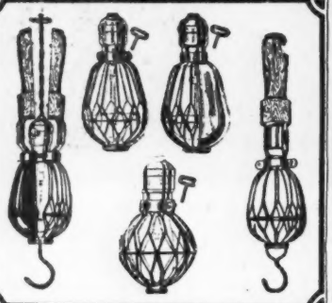
Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Columbus, Denver, Detroit, Houston, Indianapolis, Kansas City, Los Angeles, Minneapolis, New Orleans, New York, Omaha, Philadelphia, Pittsburgh, Portland, Ore., Rochester, Sacramento, Salt Lake City, San Francisco, Seattle, Spokane, St. Louis, Syracuse, Toledo

US

Trade Mark

FLEXCO

Lamp Guards



This line offers "regular", reflector, mill type and portable lamp guards in all usual sizes. Approved by Underwriters' Laboratories.

Orders sold by our salesmen are placed through jobbers carrying stocks.

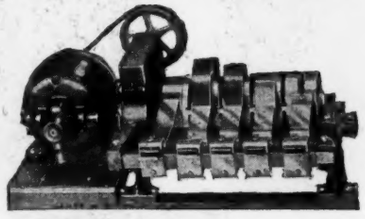
Flexible Steel Lacing Co.

4698 Lexington St. Chicago, Ill.

FLEXCO-LOK

Harry J. Caffrey, who started as manufacturers' representative in 1923, has now opened an office at 51 E. 42nd St., New York. He employs four salesmen and covers the entire Metropolitan district and all of New England. Business is done through electrical jobbers. Mr. Caffrey had formerly been in the employ of the Manhattan Electrical Supply Co. for over 13 years, as outside salesman, manager of the Harlem store and lastly as New England sales manager, in addition to being a member of the executive committee of the company.

James H. Betts FLASH-O-LITE N.Y.C. INCORPORATED U.S.A.



MOTOR FLASHERS

You just send me a sketch, or drawing, or description of any sign you're interested in, and I'll attend to the mechanical details.

Leave it to me.

James H. Betts (INCORPORATED)

1390 Sedgwick Avenue
New York City

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

HEMCO
These Hemco Plugs Become a Part of the Fixture
You can get the Genuine everywhere
THE SATURDAY EVENING
$1000.00 for a title to this Cover
Liberty
HEMCO QUALITY

Hemco Twin-Lite, Trip-Lite and Tach-Lite Plugs are used in fixture sockets.

Hemco Tee-Lite and Tee-Prong Plugs are designed for wall receptacles.

Your Customers Know How to Use Hemco Plugs

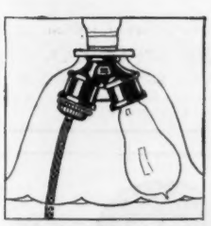
National Advertising is Telling Them How Each Model Serves Best

One of the reasons Hemco Plugs steadily, year after year, hold first place in volume of sales is the simple completeness with which each model serves the purpose for which it was designed.

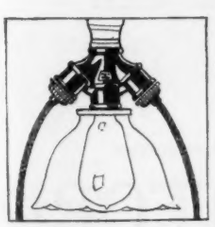
Another reason lies in the fact that people *know* how to use them! National advertising keeps these Hemco Plug uses before the public continually—just as you see them here.

There are *many* reasons for their tremendous success. But live dealers are mainly interested in the fact that they *do* sell. And there's no theory about it—they *do*.

GEORGE RICHARDS & COMPANY
557 W. Monroe Street, Chicago



HEMCO TWIN-LITE—*Double outlet plug. High capacity. Small size and properly designed to fit under shades. Lasts a lifetime. Formerly sold at 75c—Now 60c.*



HEMCO TRIP-LITE—*The three outlet plug. Outlets specially threaded to take standard screw or clamp type shade holder. Formerly sold at $1.10—Now $1.00.*

HEMCO TACH-LITE—*The side outlet plug. Allows lamp to be used in vertical position. Outlets, as shown, threaded to take any standard screw or clamp type shade holder. Formerly sold at 75c—Now 60c.*

HEMCO TEE-PRONG—*The plug for flush (wall) receptacles. Provides two slotted outlets to take any standard parallel blade attachment caps. Very small size—neat and unobtrusive. Sold everywhere at 50c.*

HEMCO TEE-LITE—*Similar in design to the Hemco Tee-Prong, except that standard screw shell outlets are provided instead of slots. Takes any standard attachment plugs. Formerly sold at 75c—Now 60c.*

HEMCO

The Plural Plugs that Steadily Hold First Place in Sales Volume

They're Known!

MATTHEWS SCRULIX ANCHORS

Are well advertised in trade papers, supplemented by a direct mail campaign. They have been extensively used for many years and are gaining favor. You can reap the benefit from all this prestige. Mention them to your trade.

Matthews Scrulix Anchors come in one piece, ready to install. They require less time to install than ordinary anchors, and they hold—in hard pan, loam or swamp. They hold under terrific strains as the anchor rests in practically undisturbed earth.

W. N. MATTHEWS CORPORATION
3712 Forest Park Blvd.,
ST. LOUIS, U. S. A.

Ask Your Customers About These
Matthews Fusswitches
Matthews Disconnecting Switches
Matthews Cable Clamps
Matthews Guy Clamps
Matthews Telefaults
Matthews Slack Pullers
Matthews Adjustable Reels
Matthews Teleheights
Matthews Lamp Guards

W. N. MATTHEWS CORPORATION ST. LOUIS U.S.A.
SINCE 1899

Rush Now a Bryant Man

Walter H. Rush, formerly manager of the electrical department of the W. Bingham Co., Cleveland, is now with the Bryant Electric Co. Chicago office, covering the southern states.

Walter or Harold Rush, you can take your choice as to which one you call him, as he answers to either name, has been in the electrical jobbing business over 20 years. "Raised" by Walter Bissell at Toledo, as he expresses it, he eventually became manager of the electrical department of the Luetkemeyer company at Cleveland until it was absorbed by the Bingham company, where he held the same position. Forced to take an outside position on account of his health, he connected with Bill Stacey where he will put his knowledge of the jobbing business to good account. The southern boys will find him a regular fellow in every way.

* * *

Hoeveler With Pittsburg Reflector

The Pittsburg Reflector Co., Pittsburg, Pa., has announced the appointment of John A. Hoeveler as head of its illuminating engineering department. For the past nine years Mr.

John A. Hoeveler

Hoeveler has been the electrical and illuminating engineer of the Industrial Commission of Wisconsin. He is president of the Western Association of Electrical Inspectors; is a member of the committees on Lighting Legislation, School Lighting, and Motor Vehicular Lighting of the Illuminating Engineering Society.

Boost Your Sales!

TRICO
REG. U.S. PAT. OFF.

FUSE PULLERS

A Safety Tool that sells on sight!

POCKET SIZE—7½" Long
Sells For $1.00

GIANT SIZE — 12" Long
Sells For $3.00

Sell One For EVERY Fuse Box!

A Neat Profit Awaits Every Live Dealer

Everybody wants them.

A splendid entry for Salesmen

Write for literature and attractive proposition
TRICO FUSE MFG. CO.
1003 Cold Spring Ave., Milwaukee, Wis.
Makers of TRICO Renewable Cartridge Fuses
"Famous for Performance"

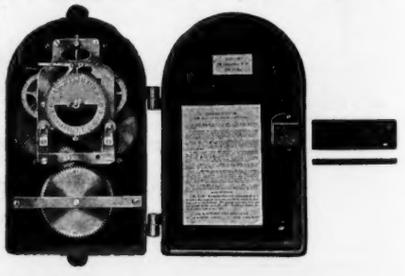
BlueBell
Bell Ringing Transformer

FIVE SELLING POINTS

Which help you sell the *BlueBell* transformer:

1. It is small enough to fit in a shallow box.
2. There is a wiring diagram with every transformer.
3. It is guaranteed by the manufacturer.
4. It may be returned *to the factory* for free repair or replacement if not satisfactory.
5. It is fully approved by the Underwriters.

KILLARK ELECTRIC MFG. CO.
3940 Easton Avenue, ST. LOUIS, MO.



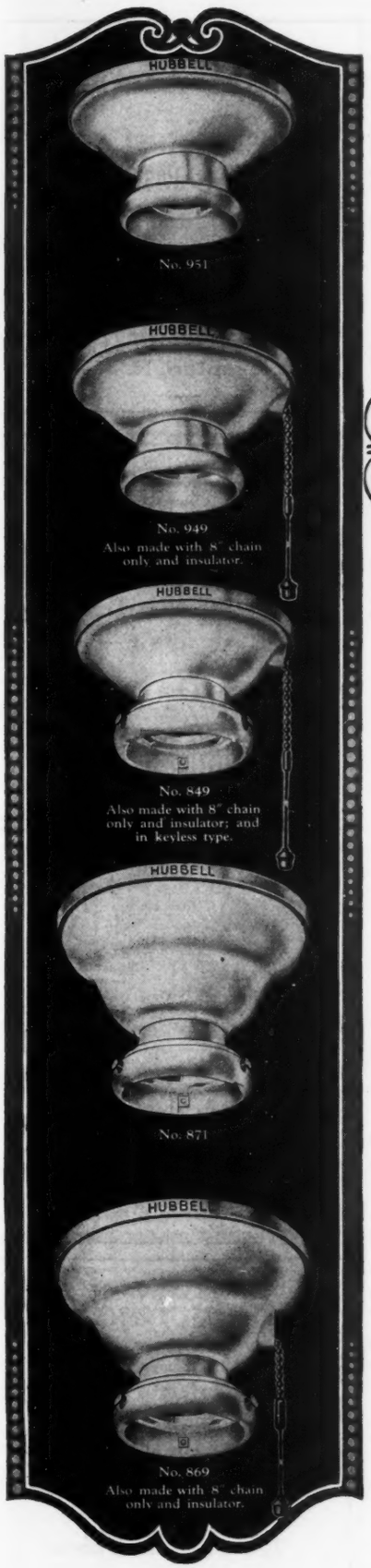
Jobbers: Sell—

HARTFORD TIME SWITCH

Dependable, Economical, Guaranteed. For controlling window lighting, electric signs, burglar alarms, charging batteries, etc. Big profit percentage for you. Write:

A. HALL BERRY
General Sales Agent
71-73 Murray St., New York

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."



A New Line of *All-Porcelain* Ceiling Receptacles

A complete line of Pull and Keyless Types, with 2¼" Porcelain Shade Holders and with Porcelain Rings without Shade Holders. Rings and shade holders are interchangeable.

Made of clear white porcelain. For 3¼" and 4" outlet boxes.

Each receptacle is a compact unit consisting of cover, interior and shade holder or ring. Quickly and easily assembled or disassembled by screwing on or unscrewing the shade holder or ring.

Recommended for use in bath rooms, kitchens, hospitals, laboratories and other places where a porcelain receptacle of this type is appropriate.

HARVEY HUBBELL INC
ELECTRICAL SPECIALTIES
BRIDGEPORT, CONNECTICUT, U.S.A.
NEW YORK, N.Y. CHICAGO, ILL.

SI
FRICTION AND RUBBER TAPES
MADE BY
SUPERIOR INSULATING TAPE CO.
3046 LAMBDIN AVE., ST. LOUIS, MO.

GENERAL PORCELAIN CO.
Parkersburg G.P.CO W. Virginia
REG U.S. TRADE MARK PAT. OFF.
Manufacturers of
Standard Knobs, Tubes and Cleats, High Tension Pin Type Insulators, Strain Insulators, Bushings, Electrical Fittings, Fuse Blocks, Switches, V.T. Sockets, Radio Specialties.

Blandin
TRIPLE A Radio Cabinets
JOBBERS!
Before you put in your orders for next season's RADIO CABINETS don't fail to look over the BLANDIN LINE. We've got something new for you.
BLANDIN PHONOGRAPH CO. Inc.
1000 16th St. RACINE, WIS.

Every Business
of consequence ought to have proper card REPRESENTATION.
WIGGINS
Peerless Patent Book Form Cards
are used by many of America's largest card users—superiority of engraving and the convenience of the book form style explains why.
Send for tab of specimens, detach them one by one and observe their sharp edges and general excellence.

The John B. Wiggins Company
Established 1857
Engravers Plate Makers Die Embossers
1157 Fullerton Ave. CHICAGO
705 Peoples Gas Bldg.

Bob Milford Gets New York Job

Reliability plus persistent and efficient effort have found recognition in the appointment of Bob J. Milford, to the New York district sales managership of the Taplet Mfg. Co.,

Bob J. Milford

Philadelphia, manufacturer of the Paiste Pipe Taplet line of conduit fittings. Bob has two slogans which he seems to practice as well as preach —"Get on the job" and "Snap into it." "Bob" has been in the electrical game for the past seven years, five as a fuse representative.

* * *

S. W. Cummings Forms Agency

S. W. Cummings has severed his connection as manager of the Philadelphia office of the Chicago Fuse Mfg. Co., Chicago, and has entered the manufacturers' agency field. He is desirous of getting in touch with manufacturers having a jobber policy and who wish representation in the Philadelphia territory.

* * *

Mid-West Changes Personnel

The Mid-West Metal Products Co., Muncie, Ind., has recently changed its organization. The present list of officers is as follows: Clay Prosser, pres.; E. B. Simmonds, vice-pres.; L. P. Young, sec.; G. K. Wilson, gen. mgr., and Earl F. Smith, treas. Mr. Wilson and Mr. Smith will have active management of the company's affairs.

Special Assembly
Electrical and Porcelain to order
Ask for Quotation
Swan-Haverstick, Inc.
Trenton, N. J.

TECCO

Cat. No. 300
Single Pole Toggle
Three Way Flush Switch
Ask For Free Sample.
TRENTON ELECTRIC & CONDUIT CO., Inc.
TRENTON, N. J.

"The House of a Thousand Lanterns"
Weatherproof
G-G-G
Copper Lanterns Never Leak
First Aid to Lighting Fixture Department
Help Make More Sales With Least Effort
Anticipate the Demand
Sold Thru Distributors
No. 243
Write for Booklet 18
Gruber Brothers
392 Broadway New York, N. Y.

Subscribers
You can't afford to miss a single issue. Give us your new address if you have moved.
Be A Booster
Tell your friends about
The Jobber's Salesman

PUT YOUR WIRES ON THE SURFACE WITH
WIREMOLD
THE WIREMAN'S FRIEND

"They Satisfy"
BURNS SPEAKERS
Loud pleasing tone. Handsome material. Distinctive design. Adds to enjoyment of any set.
Horns—$22.50 to $30.00
Units—$10.00 and $12.00
Manufacturers
American Electric
COMPANY
State and 64th Sts. CHICAGO

CEDAR POLES
NORTHERN WHITE
WESTERN RED
GUARANTEED GRADES
24-Hour Service
BUTT TREATING
ANY SPECIFICATION
Let Us Show You How
To Cash In On BELL Poles
SEND FOR BOOKLET CONTAINING VALUABLE INFORMATION
BELL LUMBER CO.
MINNEAPOLIS, MINN.

ELECTRICAL TESTING LABORATORIES
80th. Street and East End Avenue.
NEW YORK CITY
A Central Station for Testing Serving Jobbers, Manufacturers, Central Stations and Dealers alike.
KNOW-BY-TEST

Reynolite Appointments

The Reynolds Spring Co., Jackson, Mich., manufacturers of the "Reynolite Masterpiece" line of molded electrical devices and flush plates, announces the following appointments:

R. R. Macy is district manager of the New York territory with offices at 420 Frelinghuysen Ave., Newark, N. J. This office is in one of the company's factories and complete warehouse stocks are carried here to take care of eastern shipments.

Edward F. Meyers is manager of the central division, Chicago territory, with offices at 140 South Dearborn St.

H. B. Parke is manager of the Pittsburgh district, with offices at 305 Seventh Ave.

Charles N. Wiltbank and Charles Fryburg are representatives in the Philadelphia district, with offices at 353 North Fourth St.

E. T. Gunther, is manager for the Dallas district with offices in the Santa Fe Bldg.

O. T. Jenkins is manager of the Kansas City district.

J. B. Behan is Pacific Coast manager with offices in Los Angeles.

It is understood that the company plans to open additional offices in Atlanta and Portland, Ore., in the near future.

* * *

Cleaner News from United Electric

The United Electric Co., Canton, Ohio, announces as complimentary to its prize winning dealer sales helps, a new window display set in full colors, consisting of eleven display pieces illustrating features of the improved "Ohio" cleaner.

It has also announced an improvement in the complete set of cleaner attachments, changing the brushing and suction tools to furnish a combination tool which can be used either with or without the brush. This new combination tool will replace separate brush and suction tools.

The new "Gem" cleaner, a straight suction type of cleaner recently announced is said to be meeting with great favor.

* * *

Westinghouse Promotes Lynch

J. H. Lynch has been promoted to the position of manager of the New England merchandising division of the Westinghouse Electric and Mfg. Co., with headquarters at Boston.

QUALITY DONGAN PRODUCTS
Transformers and Chokes for B-Battery Eliminators
Audio Transformers
Voltmeters
A. C. Tube Step-Down Transformers
DONGAN ELECTRIC MFG. CO.
2993 Franklin Street, Detroit, Mich.
TRANSFORMERS of MERIT for FIFTEEN YEARS

Wrigley for Quality
STEEL TOGGLE BOLT

HOOD RIVETED ON
Wrigley Toggle Bolts
Made of heavier gauge steel. Can be put through smaller holes than average toggle bolt.
First Toggle Bolt made.
The Thomas Wrigley Co., 504 Sherman St., Chicago, Ill.

YAGER'S
Soldering
Salts — Paste
They will stand all the pushing you can do. They sell because they do good work and are priced reasonably.
ALEX. R. BENSON CO., Inc.
Hudson, N. Y.
For list of distributors see McRae's 1924 Blue Book.

CEDAR POLES
Plain or Butt Treated
Northern White Cedar
Western Red Cedar
T. M. PARTRIDGE
Lumber Company
Minneapolis, Minnesota

"FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE JOBBER IS THE MOST IMPORTANT MAN IN THE INDUSTRY."

TORK ADVERTISING

From Literary Digest, March 6, 1926

Here's NEW Luxury for your HOME

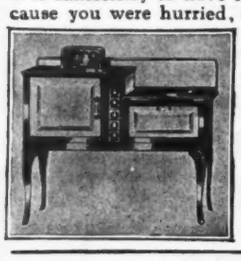
IT'S a TORK TIMER. Automatically turns "on" and "off" any electrical device you plug into it. Used like a switch. No winding. Simply turn the pointer to the desired time on the 12-hour nickel-silver dial. This turns the switch "on." Unless you turn it off yourself, it will turn "off" automatically at the time set.

Plug in your percolator. Set the pointers "on" at 7:00 — "off" at 7:30. Wake up to delicious odor of fresh coffee ready to serve. Plug in the chafing dish before you go to the theatre. Find hot supper on your return, without danger or damage if you are delayed. Start cooking the children's cereal at any hour you please without any inconvenience. Charge your radio batteries for length of time you wish.

With a Tork Timer in the kitchen you can not only plug in the dish washer to save time or the electric iron to avoid accidents, but you can plug in an electric cooker or grill and enjoy all the advantages of "cooking by clock work."

Same Type as Built Into Well Known Electric Ranges

It is unnecessary to have food underdone because you were hurried, or burned because you were interrupted. Cook right every time on Universal, Monarch, Acorn, Simplex and other well known makes of electric ranges equipped with Tork Timers. Complete list furnished on request.



TORK TIMERS

"Automatic Economy"

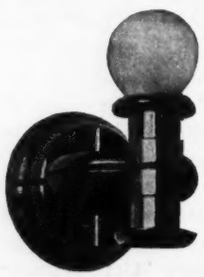
TORK COMPANY, 8 W. 40th St., New York
Also Makers of TORK CLOCKS *and* TORK LIGHTS

Index to TORK PRODUCTS

TORK CLOCKS. "*I turn electric lights on and off regularly.*" 15 Amp. Single pole to 500 Amp. 3-pole.

TORK TIMERS. "*Automatic Economy.*" 12-hour, 4-hour, 2-hour, 35-minute and 15-minute types. For measuring electricity beforehand.

TORK LIGHTS. "*For years to come.*" All Bakelite. Lower cost than any comparable lighting devices.



TORK UPANDOWN BRACKETS. "*For Any Room.*" Trim equally well with glass, silk or parchment. Concealed service outlet.

HOW TO KNOW

Have complete Net Price Sheet No. 26015 in your price book.

Note. Remember that WIRE-NUTS facilitate installation of everything electrical as well as Tork Clocks and Tork Lights.

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EVEREADY

Newell Electric Company finds it pays to push entire Eveready line

MR. E. O. LITTLE, of the Newell Electric Company, Orlando, Florida, finds it good business for an electrical dealer to handle not only Eveready Flashlights and Batteries, but Eveready Columbia Dry Batteries and Eveready Radio Batteries as well. He writes:

"We are glad to state that we find the Eveready line a profitable one to handle and that we are meeting with success in selling these quality products."

Tell your dealers to feature Eveready—the original flashlight and still the best by comparison.

Manufactured and guaranteed by
NATIONAL CARBON COMPANY, INC.
New York San Francisco
Atlanta Chicago Dallas Kansas City Pittsburgh
Canadian National Carbon Co., Limited, Toronto, Ontario

EVEREADY
FLASH LIGHTS
& BATTERIES
—they last longer

EVEREADY

EVEREADY

EVEREADY

At Last! Bull Dog SAF TO FUSE for Safe Fusing and Safe Switching

Prices to Electrical Contractors

Flush Type:

30 A...Cat. No...SG30F
60 A...Cat. No...SG60F

$4.50

Surface Type:

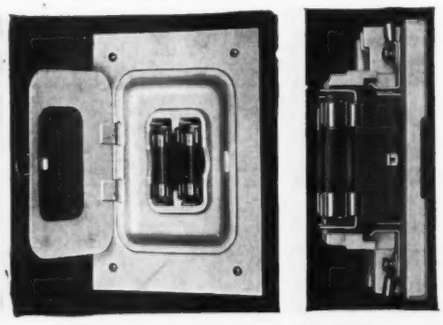
30 A...Cat. No...SG30S
60 A...Cat. No...SG60S

$3.90

For use with 250 Volt Fuses
Fuses not included

Another stride forward in Electrical Switching and Fusing! Another Epoch-making addition to the FUSENTER LINE! Another answer to the question "What will 'BULL DOG' do next?"

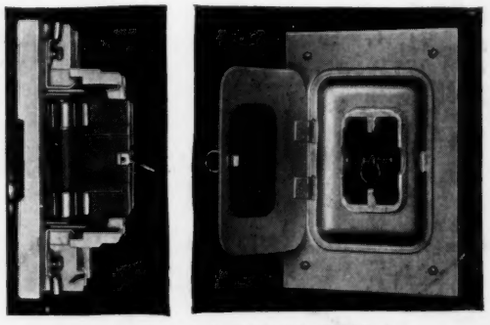
"BULL DOG" SAF TO FUSE is a combined Switch and Cutout. The Flush Type furnished with beautiful LUMINIZED Front is suitable for installing in Kitchens and for Electric Ranges. Made also in the Surface Type, LUMINIZED Finish.



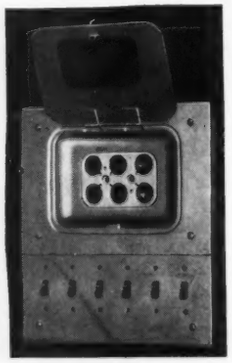
Bull Dog 60A SAF TO FUSE in "off" postion. Sectional view at right.

The new Bull Dog SAF TO FUSE-FUSENTER combination serves as a Main Switch and Fuse, or Sub-fuse Switch.

Just the thing for Homes, Apartments, Gasoline Filling Stations, etc., etc. Compact, economical and of the same high quality as all Bull Dog products. Obtainable from any Electrical Supply Dealer.



Bull Dog 60A SAF TO FUSE in "on" position. Sectional view at left.



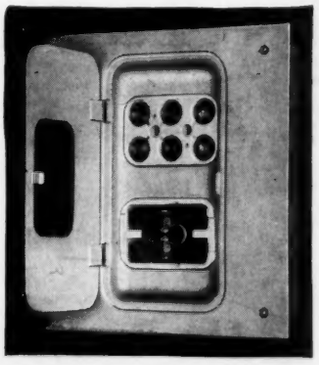
Catalog Number BS6F
Price $6.00

Watch for future Announcements!

MUTUAL ELECTRIC & MACHINE CO.
DETROIT, MICHIGAN U. S. A.

BULL DOG SAF TO FUSE

SAFE TO FUSE



Catalog Number B62F
Price $9.00